

SPRING AND SUMMER 1948

Here, taken from actual letters to us, are some of the reasons why more Americans than ever are buying the Sears Catalog way:

- "Your new catalogs contain many things that were scarce"
- "We have been pleased to have our orders so well filled"
- "I can take a leisurely shopping trip with a catalog while baby is napping"
- "Looking thru the new catalog is like stepping into a big department store"
- "It has the widest selection of goods"
- "The accuracy of your descriptions can be depended on"
- "We can save a substantial amount by sending to Sears"
- "You stand back of your guarantee"

Shop from this catalog by mail, by telephone, or through Sears Retail Store or Catalog Order Office. Easy Terms are available—see inside back cover.

*Satisfaction guaranteed
or your money back*

SEARS, ROEBUCK AND CO.

**925 S. Homan Avenue
Chicago 7, Illinois**



Buying clothes for your



INFANTS' WEAR

"Our new catalog arrived yesterday," wrote Mrs. R. H. Powell of Prescott, Iowa, on July 22, "and I want to thank you for putting the children's clothing in the first part of it. Hope you will do that again."

Well, Mrs. Powell, we've done exactly that, as you can see by turning the page. We've done it because we think you and all the other mothers who buy for their children from the Sears catalog prefer it that way. Because, too, we like to make their shopping and yours as easy as possible. And because we know, of all the goods we sell, children's wear is most important, is purchased most frequently.

With all you have to do, Mrs. Powell, we know you just haven't the hours it takes to go to town every time one of your children needs clothing—which is, we'd guess, most of the time.

NURSERY CROWD

SIZES 1 TO 3



KINDERGARTEN CROWD

SIZES 3 TO 6X

BOYVILLE JR.

SIZES 3 TO 6



BOYVILLE JR.

SIZES 4 TO 10



GRADE SCHOOL CROWD

SIZES 7 TO 14



children does not need to be hard work..

It's so easy to buy the catalog way. Because you can shop right in your own home, at your leisure . . . because here all children's wear is gathered together in one convenient store . . . because every size range is easy to find and clearly marked under helpful index captions.

Everything you need is here. We believe you will like our wide assortment of styles, colors, fabrics. We have done our best to bring you the greatest possible selection of wearing apparel for school, for dress, for play.

Pictures and descriptions are accurate. You can buy with confidence because Sears catalog illustrations faithfully reproduce the actual merchandise. And Sears descriptions give you all the facts in simple, straightforward language. We tell you the kind of fabric, its washability, resistance to shrinkage, color fastness. We tell you all the facts so you will know exactly what you're getting.

You save money. Best of all, when you buy children's wear here, you buy it at typical Sears money-saving prices—you can be sure of receiving full value for every penny. And we're certain you'll like the protection of Sears no-questions-asked guarantee of satisfaction or your money back.

We welcome you, then, to Sears Store for Children, which we hope will become Your Store for Children. Once you've tried this easy, modern, time-saving, money-saving Sears catalog way, we think you'll be content with no other.

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HIGH SCHOOL CROWD
SIZES 10 TO 16

BOYVILLE, FRATERNITY PREP
SIZES 8 TO 18

● You are cordially invited to view the *New Fashions for Women, Misses, Juniors* beginning on page 135.

KINDERGARTEN CROWD

SIZES 3 TO 6X

WHY IT'S SEARS FOR KINDERGARTEN CROWD

HONEYSUCKLE
THE RIGHT WAY
TO SAY
CHILDREN'S
WEAR

Nowhere do **QUALITY** and **SAVINGS** count more than with the energetic 3 to 6x Crowd where continuous wear and tear means continuous replenishing. Only quality can stand up under the demands made on their clothes . . . and only the savings offered by good old thrift-wise Sears, could have kept on dressing generations of lively youngsters. Only Sears where you get more for your money with a satisfaction-or-your-money-back guarantee. First, we present dresses . .

SEARS FAMOUS DELUXE HONEYSUCKLE DRESSES . . our finest for quality and wear

\$2.98
EACH

- 1. FABRICS** are all fine quality, firm, closely woven cottons laboratory tested for strength, wear
- 2. DESIGNED** by specialists in the art of cutting and styling children's clothes exclusively
- 3. WORKMANSHIP** of the finest . . . French side seams, tiny stitches for long service . . . even finishing
- 4. WASHABILITY** is tops . . . all colors are sparklingly lovely . . . washfast, sunfast and clear
- 5. TRIMS** of quality and beauty finely detailed, usually found on much more expensive dresses
- 6. DETAILS** . . . full skirts . . . deep hems for lengthening (except on circular styles) . . . tie back sashes

A A PRANCING SHOW-OFF HORSE applique on the skirt of this striped chambray dress . . . leads Sears style parade of little girl fashions. In colors fresh as spring, the striped chambray is contrasted with white cotton pique yoke and collar and bias band trim. Tie sash. 3-inch hem for lengthening. Washfast. Sizes 3, 4, 5, 6, 6x; see size scale, page 6. Please state size. Shipping weight 6 ounces.
29 L 1044—Multicolor stripe . . . \$2.98

C AIRY AS A FAIRY, she'll go to parties in this lovely mist-sheer frock. An unusual print and plain combination, attractively used in print-capped puff sleeves . . . print-banded full swirling skirt. Tie sash. For all its sheer looks, the cotton organdy is durable, better quality; washfast. Sizes 3, 4, 5, 6, 6x; size scale, page 6. Please state size. Shipping weight 6 ounces.
29 L 1047—Red and white . . . \$2.98
29 L 1048—Blue and white . . . 2.98

E COLORFUL DUTCH PAINT in smooth better quality cotton . . . fashions this becoming basque style. Bodice is pointed at waist . . . the wide circular skirt billows out with a fluffy ruffle bottom little girls adore. Fine cotton lace and bow trim at becoming square neck. Washfast. Sizes 3, 4, 5, 6, 6x; size scale, page 6. Please state size. Shipping weight 6 ounces.
29 L 1050—Yellow . . . \$2.98
29 L 1051—Medium blue . . . 2.98

G GORED AND FLARED front skirt accented with frosty piping . . . is a new 1948 fashion note in this winsome frock. A fancy cotton pique yoke edged with dainty scalloped embroidery tops the cute basque bodice. Tie back sash. Puff sleeves. In better quality print cotton. Washfast. Sizes 3, 4, 5, 6, 6x; scale, page 6. Please state size. Shipping weight 6 oz.
29 L 1053—Medium blue . . . \$2.98
29 L 1054—Yellow . . . 2.98

B CUNNING BASQUE BODICE STYLE has fancy insert of eyelet embroidery and a moxy embroidered bow knot . . . to give it stand-out beauty. Her beloved pouch pockets on the full gathered skirt . . . 3-inch hem for lengthening. In soft, smooth, better quality cotton, washfast. Sizes 3, 4, 5, 6, 6x; size scale on page 6. Please state size. Shipping weight 6 ounces.
29 L 1045—Medium blue . . . \$2.98
29 L 1046—Yellow . . . 2.98

D A PRINCESS-PRETTY NECK RUFFLE . . . a 3-tiered skirt, each tier topped with solid color piping to give it lots of swing . . . are the beauty features of this dainty dress-up dress. Has all-around tie belt with self loops. Made of sheer cotton floral print dimity . . . summer-cool and washfast. Sizes 3, 4, 5, 6, 6x; scale, page 6. Please state size. Shpg. wt. 6 oz.
29 L 1049—Floral print on white background . . . \$2.98

F ROMAN STRIPED SKIRT with a white cotton pique top . . . in this moxy eye-catching dress. She'll be proud of the cute butterfly sleeves . . . and that gay self stripe trim at square neck. Beautifully made with the fine details of all Sears Honeysuckles. Tie sash. 3-inch hem. In better quality cotton, soft, smooth, washfast. Sizes 3, 4, 5, 6, 6x; scale, page 6. Please state size. Shipping weight 6 ounces.
29 L 1052—Multicolor stripe . . . \$2.98

H PASTEL PLAID is a darling make-believe jumper dress . . . the beloved style of every little girl. The skirt is circular and cut full, wide and handsome to show off the beauty of the plaid. Frosty white waffle pique top has jumper-type straps, topped off with cute self bows. Tie back sash. In better quality washfast cotton. Sizes 3, 4, 5, 6, 6x; scale, page 6. Please state size. Shipping weight 6 oz.
29 L 1055—Pastel plaid . . . \$2.98



Buy everything your little girl needs at one time. Sears Easy Terms are available if order totals \$10 or more. See inside back cover for complete details.

4 . . SEARS, ROEBUCK AND CO. 2411



KINDERGARTEN CROWD
SIZES 3 TO 6X

HONEYSUCKLE
THE RIGHT WAY
TO SAY
CHILDREN'S
WEAR



SEARS FAMOUS HONEYSUCKLE DRESSES

\$1.98

- Washfast cottons designed for and sold exclusively by Sears
- Smooth, long wearing fabrics . . . deep hems for growing room
- Expertly detailed with full skirts . . . adjustable tie sashes

A DUCK-POOD PRINT, cute as can be, in soft, better quality cotton that washes and wears like a charm. A cute style too . . . the basque bodice has a round yoke inset with embroidered ducks to match the print . . . topped off with a gay little ruffle. Puff sleeves, a tie back sash and a 3-inch hem for lengthening when she grows. Washfast. Sizes 3, 4, 5, 6, 6x; see size scale below. *State size.* Shipping weight 6 ounces.

29 L 1056—Red, white ground . . . \$1.98
29 L 1057—Blue, white ground . . . 1.98

B A TWO-TONE TIE gives color interest to this attractive dress. Styled sweetly simple with basque bodice . . . and a dainty applique to pretty it. She'll adore those two pouch pockets to carry her trinkets in. Generously full gathered skirt has deep hem for growing room. In better quality cotton . . . soft, smooth and washfast.

Sizes 3, 4, 5, 6, 6x; see size scale below. *Please state size.* Shipping weight 6 ounces.
29 L 1058—Yellow . . . \$1.98
29 L 1059—Medium blue . . . 1.98

C MORNING GLORY BORDER PRINT gives princess lines to this spring fashion bit. The workmanship and designing are unusual in a dress at this modest price. Notice the pleated front panel in skirt . . . the ladder effect of print in bodice . . . topped by a Peter Pan collar. Skirt is cut circular in back for lots of swing. Tie back sash. In better quality cotton lawn . . . soft, lovely and washfast.

Sizes 3, 4, 5, 6, 6x; see size scale below. *Please state size.* Shpg. wt. 6 oz.
29 L 1060—Medium blue . . . \$1.98
29 L 1061—Dusty rose . . . 1.98

D FLOWER FACES smile at her in this piquant posy print cotton. It's a sweetheart of a dress for the Kindergarten Crowd. They'll love that fancy scalloped white yoke . . . studded with embroidered hearts for added beauty. The full gathered skirt has two puffy pouch pockets for her pennies . . . and a generous hem for lengthening as she grows. In better quality cotton, soft, durable and washfast. Sizes 3, 4, 5, 6, 6x; see size scale below. *State size.* Shipping weight 6 ounces.

29 L 1062—White background . . . \$1.98

E CANDY STRIPED COTTON DRESS . . . fresh, epic-and-span looking for all summer long. Popular little girl fashion with trimly fitted bodice and full gathered skirt. Bodice has snow white collar with blue striped trim . . . and three dainty buttons for added interest. Skirt has two pockets and a tie back sash to snug it in. Puff sleeves. Deep hem. Better quality washfast cotton.

Sizes 3, 4, 5, 6, 6x. *Please state size.* Shpg. wt. 6 oz.
29 L 1063—Bright red . . . \$1.98
29 L 1064—Medium blue . . . 1.98

F CHECKED AS THE YOUNG FRY'S FAVORITE. This better quality checked cotton dress has a colorful print insert at front waistband topped by a frilly organdy ruffle for picture-book beauty. The white collar sports an organdy ruffle too. Tie back sash . . . full skirt and a deep hem for lengthening. Puff sleeves. Washfast.

Sizes 3, 4, 5, 6, 6x; see size scale below. *Please state size.* Shipping weight 6 ounces.
29 L 1065—Blue and white check . . . \$1.98
29 L 1066—Bright red and white checks . . . 1.98

Size Scale for Dresses, Sizes 3 to 6x

Order size	3	4	5	6	6x
If height is	35-37	38-40	41-43	44-46	47-48 in.
If chest is	22	23	24	25	25½ in.
Dress length	18½	20	21½	23	24½ in.

Important Customer Notice

It's easy and you save time and money when you buy your children's clothes at Sears. Easy Terms available on everything. See inside back cover for complete information.



2-Pc. COTTON CLASSIC

Sunsuit and Skirt in
Sanforized chambray

\$2.49

THREE NEW SPRING COTTONS, THRIFT-PRICED

In good quality fabrics, firmly woven for plenty of wear... Ideal for
everyday... in attractive "little-girl" styles... all easily washable

\$1.59
EACH

A PRACTICAL 2-PIECES... a sunsuit for summer play... slip on the skirt and it's a dress. Classic style 1-pc. sunsuit has notched collar, pocket, all around belt and pleated front shorts. Separate skirt has elastic shirred top, fits snug, buttons all way down. In Sanforized chambray (max. fabric shrink. 1%). Washable. Sizes 3, 4, 5, 6, 6x; size scale on opposite page. *Please state size.* Shipping weight 8 ounces.
29 L 4416—Medium blue...\$2.49 29 L 4417—Pink...\$2.49

B CANDY STRIPED SKIRT with snowy make-believe blouse... is a fresh-looking everyday dress. Sweet embroidery trim on bodice... with striped insert at shoulders to accent the cute cap sleeves... all prettied up with bright ric-rac for show-off beauty. Gathered skirt has tie back sash. In good quality cotton, washable. Sizes 3, 4, 5, 6, 6x; see size scale on opposite page. *Please state size.* Shipping weight 6 ounces.
29 L 1068—Bright red...\$1.59 29 L 1069—Medium blue...\$1.59

C BECOMING YOKES STYLE DRESS has colorful smocking across the bodice, the way a little girl likes it. Styled sweet and simple with snowy white collar, lace edged for added daintiness. The full gathered skirt is topped by an all around tie belt to snug in her waist. Puff sleeves. In good quality cotton, washable. Sizes 3, 4, 5, 6, 6x; see size scale on opposite page. *Please state size.* Shipping weight 6 ounces.
29 L 1070—Yellow...\$1.59 29 L 1071—Medium blue...\$1.59

D CHECKED COTTON in a good, durable quality, fashions this lovable "dicky" dress. White inserted dicky with bias self bands, gay ric-rac and three snow-white buttons. Peter Pan collar has check trim. All around tie back belt... full gathered skirt... puff sleeves. Washable. Sizes 3, 4, 5, 6, 6x; see size scale on opposite page. *Please state size.* Shipping wt. 6 oz.
29 L 1072—Medium blue...\$1.59 29 L 1073—Red...\$1.59

E COTTON PINAFORE... summer-cool and picture-pretty with its fluffy ruffles and bright red ric-rac trim... even on its pocket. Buttons all the way down the back. Tie back sash. Washable. Sizes 3, 4, 5, 6, 6x; see size scale on opposite page. *Please state size.* Shipping weight 6 ounces.
29 L 1074—White...\$1.39

F PEPPERMINT STRIPED COTTON SUNDRESS has gathered bodice insert topped with smocking and a colorful touch of ric-rac. Hankie pocket; tie back sash. Buttons down back. Washable. Sizes 3, 4, 5, 6, 6x; see size scale on opposite page. *Please state size.* Shipping wt. 6 oz.
29 L 1077—Bright red...\$1.39 29 L 1078—Medium blue...\$1.39



BARGAIN CORNER COTTONS

Cute styles in serviceable fabrics
pin-money priced at Sears low...

\$1.39
Each

ALL PAGE 7... GIRLS' WEAR

SIZES 3 TO 6X



A PINWALE COMEDY
overalls, grand buy.
Self lined bibbing, metal
buckles on adjustable
suspenders. Two pocket-
ets. Hand wash separately.
(Pais shirt sold sepa-
rately; see below.) Sizes
3, 4, 5, 6, 6½. State size.
Ships wt. 10 oz.
291 4237—Lt. navy blue
291 4236—Wine red
Each.....\$1.99

COTTON SWEATSHIRT
striped overalls.
washable, no ironing. Adjustable
suspenders. Patch pocket. (Polo shirt
sold separately. See below.) Sizes 3, 4, 5, 6, 6½;
size male, opposite page.
State size. Sugg. wt. \$ on
29 1 4234—Red and white
stripes.....\$1.29
29 1 4235—Blue and white
stripes.....\$1.39

E REINFORCED CAM-
BRAY COLORED OVERALLS
(max. fabric shrink 1%)
Belt-top, adjustable sus-
pender. Two big patch
pockets have bright red
stitching trim. Washable.
(Polo shirt sold separately;
see below.) Sizes 3, 4,
5, 6, 6x; size scale, oppo-
site page. Show size. Ship-
ping weight 5 ounces.
29-14201—Med. blue \$1.19

Cotton Chambray overalls are built up back and front... have buttons on both shoulders, slip on and off in a jiffy. Bright red piping, wide red bands for smart good looks. Washable separately. Sizes 3, 4, 5, 6, 6½; see scale, opposite page. *Show size.* Shipping weight 5 ounces.
79 L 4204-Med. blue, #35

Pinwale Corduroy Overalls
with fine new features

\$249

- Made to Sears own specifications
- Safety-Hit adjustable metal buckle
- Double self fabric bib-top
- Tailored cuffs . . 2 roomy pockets
- Roomy seat for action-free comfort
- Bar-latched at points of strain
- Scavil metal Gripper fasteners
- Fine quality easy-to-wash corduroy

Check these value-making features above and you'll see why Sears Honeysuckle overalls are tops. Expertly made with service and wear built into every inch. Hand wash separately. (Polo shirt sold separately, see right.) Sizes 3, 4, 5, 6, 8, 10, 12, 14, 16, 18, 20, 22, 24, 26, 28, 30, 32, 34, 36, 38, 40, 42, 44, 46, 48, 50, 52, 54, 56, 58, 60, 62, 64, 66, 68, 70, 72, 74, 76, 78, 80, 82, 84, 86, 88, 90, 92, 94, 96, 98, 100, 102, 104, 106, 108, 110, 112, 114, 116, 118, 120, 122, 124, 126, 128, 130, 132, 134, 136, 138, 140, 142, 144, 146, 148, 150, 152, 154, 156, 158, 160, 162, 164, 166, 168, 170, 172, 174, 176, 178, 180, 182, 184, 186, 188, 190, 192, 194, 196, 198, 200, 202, 204, 206, 208, 210, 212, 214, 216, 218, 220, 222, 224, 226, 228, 230, 232, 234, 236, 238, 240, 242, 244, 246, 248, 250, 252, 254, 256, 258, 260, 262, 264, 266, 268, 270, 272, 274, 276, 278, 280, 282, 284, 286, 288, 290, 292, 294, 296, 298, 300, 302, 304, 306, 308, 310, 312, 314, 316, 318, 320, 322, 324, 326, 328, 330, 332, 334, 336, 338, 340, 342, 344, 346, 348, 350, 352, 354, 356, 358, 360, 362, 364, 366, 368, 370, 372, 374, 376, 378, 380, 382, 384, 386, 388, 390, 392, 394, 396, 398, 400, 402, 404, 406, 408, 410, 412, 414, 416, 418, 420, 422, 424, 426, 428, 430, 432, 434, 436, 438, 440, 442, 444, 446, 448, 450, 452, 454, 456, 458, 460, 462, 464, 466, 468, 470, 472, 474, 476, 478, 480, 482, 484, 486, 488, 490, 492, 494, 496, 498, 500, 502, 504, 506, 508, 510, 512, 514, 516, 518, 520, 522, 524, 526, 528, 530, 532, 534, 536, 538, 540, 542, 544, 546, 548, 550, 552, 554, 556, 558, 560, 562, 564, 566, 568, 570, 572, 574, 576, 578, 580, 582, 584, 586, 588, 590, 592, 594, 596, 598, 600, 602, 604, 606, 608, 610, 612, 614, 616, 618, 620, 622, 624, 626, 628, 630, 632, 634, 636, 638, 640, 642, 644, 646, 648, 650, 652, 654, 656, 658, 660, 662, 664, 666, 668, 670, 672, 674, 676, 678, 680, 682, 684, 686, 688, 690, 692, 694, 696, 698, 700, 702, 704, 706, 708, 710, 712, 714, 716, 718, 720, 722, 724, 726, 728, 730, 732, 734, 736, 738, 740, 742, 744, 746, 748, 750, 752, 754, 756, 758, 760, 762, 764, 766, 768, 770, 772, 774, 776, 778, 780, 782, 784, 786, 788, 790, 792, 794, 796, 798, 800, 802, 804, 806, 808, 810, 812, 814, 816, 818, 820, 822, 824, 826, 828, 830, 832, 834, 836, 838, 840, 842, 844, 846, 848, 850, 852, 854, 856, 858, 860, 862, 864, 866, 868, 870, 872, 874, 876, 878, 880, 882, 884, 886, 888, 890, 892, 894, 896, 898, 900, 902, 904, 906, 908, 910, 912, 914, 916, 918, 920, 922, 924, 926, 928, 930, 932, 934, 936, 938, 940, 942, 944, 946, 948, 950, 952, 954, 956, 958, 960, 962, 964, 966, 968, 970, 972, 974, 976, 978, 980, 982, 984, 986, 988, 990, 992, 994, 996, 998, 1000, 1002, 1004, 1006, 1008, 1010, 1012, 1014, 1016, 1018, 1020, 1022, 1024, 1026, 1028, 1030, 1032, 1034, 1036, 1038, 1040, 1042, 1044, 1046, 1048, 1050, 1052, 1054, 1056, 1058, 1060, 1062, 1064, 1066, 1068, 1070, 1072, 1074, 1076, 1078, 1080, 1082, 1084, 1086, 1088, 1090, 1092, 1094, 1096, 1098, 1100, 1102, 1104, 1106, 1108, 1110, 1112, 1114, 1116, 1118, 1120, 1122, 1124, 1126, 1128, 1130, 1132, 1134, 1136, 1138, 1140, 1142, 1144, 1146, 1148, 1150, 1152, 1154, 1156, 1158, 1160, 1162, 1164, 1166, 1168, 1170, 1172, 1174, 1176, 1178, 1180, 1182, 1184, 1186, 1188, 1190, 1192, 1194, 1196, 1198, 1200, 1202, 1204, 1206, 1208, 1210, 1212, 1214, 1216, 1218, 1220, 1222, 1224, 1226, 1228, 1230, 1232, 1234, 1236, 1238, 1240, 1242, 1244, 1246, 1248, 1250, 1252, 1254, 1256, 1258, 1260, 1262, 1264, 1266, 1268, 1270, 1272, 1274, 1276, 1278, 1280, 1282, 1284, 1286, 1288, 1290, 1292, 1294, 1296, 1298, 1300, 1302, 1304, 1306, 1308, 1310, 1312, 1314, 1316, 1318, 1320, 1322, 1324, 1326, 1328, 1330, 1332, 1334, 1336, 1338, 1340, 1342, 1344, 1346, 1348, 1350, 1352, 1354, 1356, 1358, 1360, 1362, 1364, 1366, 1368, 1370, 1372, 1374, 1376, 1378, 1380, 1382, 1384, 1386, 1388, 1390, 1392, 1394, 1396, 1398, 1400, 1402, 1404, 1406, 1408, 1410, 1412, 1414, 1416, 1418, 1420, 1422, 1424, 1426, 1428, 1430, 1432, 1434, 1436, 1438, 1440, 1442, 1444, 1446, 1448, 1450, 1452, 1454, 1456, 1458, 1460, 1462, 1464, 1466, 1468, 1470, 1472, 1474, 1476, 1478, 1480, 1482, 1484, 1486, 1488, 1490, 1492, 1494, 1496, 1498, 1500, 1502, 1504, 1506, 1508, 1510, 1512, 1514, 1516, 1518, 1520, 1522, 1524, 1526, 1528, 1530, 1532

Search Easy Terms are available. See inside back cover.

Easy-to-wash Polo Shirts for girls or boys . . . need no ironing

E STIFFED COMBED COTTON polo shirt. Wash separately. Sizes 3, 4, 6. Style 100. Slog. wt. 4 oz.

29 L 4736—Navy blue.....	79c
29 L 4734—Light blue.....	79c
29 L 4735—Bright red.....	79c
29 L 4737—Dark brown.....	79c

F SOLID COLOR SHIRT, good quality combed cotton. Washable. Sizes 2, 4, 6. Stone size. Wt. 4 oz.

29 L 4739—Yellow	69¢
29 L 4738—Light blue	69¢
29 L 4740—Pink	69¢
29 L 4741—White	69¢

G FINE INTERLOCK Knit Striped
cotton. Retains shape after
washing. Wash separately. Sizes
3, 4, 6. State size. Sipp. wt. 4 oz.
29 L 4751—Bright red.....98c
29 L 4752—Yellow.....98c
29 L 4753—Medium blue.....98c

FINGER INTERLOCK Knit cotton polo shirt. Retains shape for life of garment. Washable. *Sizes 3, 4, 6; size scale, opposite page. State size. Sugg. wt. 4 oz.*

29 1.4754—Medium blue	29 1.4755—Yellow
29 1.4756—White	Back.....96

J FINE COMBED Cotton polo shirt, superbly soft, well made. Wash separately. Sizes 3, 4, 6, size scale, opposite page. State size. Shipping weight, 4 oz.

29 L 4757—White	29 L 4758—Yellow	
29 L 4759—Medium blue	Each.....	\$1.25

21.49
47 in. off

Sears value
sturdy cott

TEMPORIZED C
The man fabric
dressing style... a
reliable elastic
collar piped with
by iron bodice, 8
the back. Set in
pocket. Washable
in. Please state size
70-14005 - Medium

Popular Design
double needle
thread, red metal
rivets reinforce wa-
st corners. Back
back pocket. 2 for
separately. (Polo
style, see oppo-
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FRONTIER-TV
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Wash separately
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WESTERN STYLE
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Order sizes:
 1) Chest in.
 2) Height in.



A \$1.49
All-in-one

B \$1.69
All-in-one

C \$1.79
Dungarees

D \$1.98
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E
\$1.89
Dungaree
Slacks

Sears value-packed PLAYCLOTHES . .

sturdy cotton fabrics . . sturdily built for wear

A SANFORIZED CHAMBRAY ALL-IN-ONE (max. fabric shrinkage 1%), a darling style . . and mothers know how reliable chambray is. Peter Pan collar piped with red, cute applique on front bodice. Red buttons down the back. Set-in waistband. Patch pocket. Washable. Sizes 3, 4, 5, 6, 6x. Please state size. Shpg. wt. 10 oz. 29 L 4200—Medium blue . . . \$1.49

C POPULAR DENIM DUNGAREES, double needle stitched in red thread, red metal buttons. Copper rivets reinforce waistband and pocket corners. Back yoke for fine fit; back pocket; 2 front pockets. Wash separately. (Polo shirt sold separately; see opposite page.) Sizes 3, 4, 5, 6, 6x. State size. Shpg. wt. 7 oz. 29 L 4326—Navy blue . . . \$1.79

E PRINTED SLACKS, dungaree style in strong cotton twill . . decorated with gay nursery prints and bright red double needle stitching. Two roomy side pockets are bar-tacked. Adjustable suspenders. Wash separately. (Polo shirt sold separately; see opposite page.) Sizes 3, 4, 5, 6, 6x. State size. Shpg. wt. 7 oz. 29 L 4327—Navy blue . . . \$1.89

G JACKET AND BOXER SHORTS SET . . in attractive California print . . tops for summer. Boxy jacket has sports collar, yellow buttons, 2 patch pockets. Boxer shorts have all-around elastic waist for stay-up comfort. In sturdy cotton twill. Wash separately. Sizes 3, 4, 5, 6, 6x. State size. Shpg. wt. 13 oz. 29 L 4325—Yellow print . . Set \$2.98

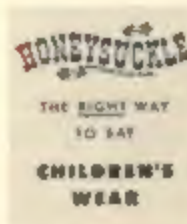
J FRONTIER-TYPE PANTS in cotton cavalry twill; 3 pockets. Detachable suspenders; adjustable side snap fasteners. Team them with shirt below. Wash separately. Sizes 3, 4, 5, 6, 6x. State size. Shpg. wt. 12 ounces. 29 L 4523—Dark brown and tan \$2.49 29 L 4524—Tan and dark brown \$2.49 WESTERN STYLE COTTON SHIRT has contrasting trim, double needle stitching. Wash separately. Sizes above. State size. Shpg. wt. 5 oz. 29 L 4677—Dark brown and yellow . . . \$1.98

B EMBROIDERED ALL-IN-ONE in pincheck cotton of excellent quality. Collar edged with ric-rac, white piping on pocket, puff sleeves. Tie back mesh. Washable. Sizes 3, 4, 5, 6, 6x. State size. Shpg. wt. 8 oz. 29 L 4233—Red and white check . . . \$1.89 29 L 4232—Blue and white check . . . \$1.69

D COTTON TWILL JODHPURS feature adjustable snap fastener side closing. Expertly tailored. 2 pockets have button flaps. Adjustable suspenders; elastic foot straps. Wash separately. (Polo shirt sold separately; opposite page.) Sizes 3, 4, 5, 6, 6x. State size. Shpg. wt. 11 oz. 29 L 4520—Bright red . . . \$1.98 29 L 4521—Dark brown . . . \$1.98

F COTTON SHIRT AND SHORTS SET, cute, new summer style. Checked shirt has classic collar, red buttons. Chambray shorts have pleated front, 2 pockets trimmed with checked cotton and red buttons. Adjustable suspenders. Washable. Sizes 3, 4, 5, 6, 6x. State size. Shpg. wt. 12 oz. 29 L 4522—Bright red, white and aqua green . . . 2-Piece Set \$1.98

H SAILOR STYLE SLACK SUIT is a shape-keeping cotton poplin that tailors well. Middy top sports white buttons, braid trimmed collar, sleeves and pockets. Pleated front slacks; detachable suspenders, elastic back. Nautical white buttons on side placket. Washable. Sizes 3, 4, 5, 6, 6x. State size. Shpg. wt. 14 oz. 29 L 4315—Royal (bright blue) \$2.98



F
\$1.98
Set

G
\$2.98
Set



H
\$2.98
Slack Suit



J \$2.49
Pants
\$1.98
Shirt



Size Scale for Sizes 3 to 6x

Order sizes . . .	3	4	5	6	6x
If chest is . . .	22	23	24	25	25 1/2 inches
If height is . . .	35-37	36-40	41-43	44-46	47-48 inches

KINDERGARTEN CROWD
SIZES 3 TO 6X

HONEYBUCKLE
THE RIGHT WAY
TO SAY
CHILDREN'S
WEAR



NEW CAPE SLEEVE COATS
in all wool spring fabric

- Expensive looking trim
- Clear bright colors
- Smart new back detail
- Matching rayon linings

\$10.95
Each

A Domestic Shetland-type (60% new wool, 40% reused wool) spring fabric coat. Pretty, colorful embroidery on flange cape sleeves... spring 1948 fashion news. Gracefully shirred at sides, fitted sectional back. Rayon lined. Sizes 3, 4, 5, 6, 6x. Please state size. Shipping weight 2 pounds.
29 L 2125—Bright green... \$10.95
29 L 2126—Mint (bright rose)... 10.95

B Domestic Shetland-type (60% new wool, 40% reused wool) coat. A double cape with contrasting piping tops the shoulders. Striking double breasted style with the new 1948 look. Sectional front, back; metal buttons. Rayon lined. Sizes 3, 4, 5, 6, 6x. State size. Shpg. wt. 1 lb. 14 oz.
29 L 2127—Gold... \$10.95
29 L 2128—Light blue... 10.95

Order size... 3 4 5 6 6x
If chest fits... 22 23 24 25 25½ in.
Coat length in... 19 20½ 22 23½ 25 in.

10... SEARS, ROEBUCK AND CO. PHILADELPHIA



\$5.69

ALL WOOL FLANNEL

C Princess style reefer... in double breasted with smooth fitted lines. Has smart cording in front, back. Big value in all wool flannel. Rayon lined. Sizes 3, 4, 5, 6, 6x. State size. Shpg. wt. 1 lb. 10 oz.
29 L 2129—Light blue... \$5.69
29 L 2130—Bright red... 5.69

\$5.95

POPULAR CHECKS

D Checked semi-fitted reefer, double breasted with cotton velvet-trimmed collar. In 25% new wool, 20% reused wool, 55% rayon. Rayon lined. Sizes 3, 4, 5, 6, 6x. State size. Shpg. wt. 1 lb. 10 oz.
29 L 2131—Brown and white checks... \$5.95

\$8.95

ALL WOOL SUEDE

E An excellent value in all wool suede. Double breasted reefer style, stitching trim on collar, pocket flaps. Shirred back has tie belt. Rayon lined. Sizes 3, 4, 5, 6, 6x. State size. Shpg. wt. 1 lb. 14 oz.
29 L 2132—Bright red... \$8.95
29 L 2133—Light blue... 8.95

\$8.95

ALL WOOL BOY COAT

F Boy coat in 60% new wool, 40% reused wool, spring coating. Single breasted with 2 flap pockets, breast pocket. Rayon lined. Sizes 3, 4, 5, 6, 6x. Please state size. Shipping wt. 1 lb. 14 oz.
29 L 2134—Bright red... \$8.95
29 L 2135—Light blue... 8.95

\$10.95

ALL WOOL "TIE BELT"

G Domestic Shetland-type (60% new wool, 40% reused wool) spring coating. Cute double breasted; shirred at waist. Button trim cuff sleeve. Rayon lined. Sizes 3, 4, 5, 6, 6x. State size. Shipping wt. 1 lb. 14 oz.
29 L 2136—Light blue... \$10.95
29 L 2137—Gold... 10.95

\$11.95

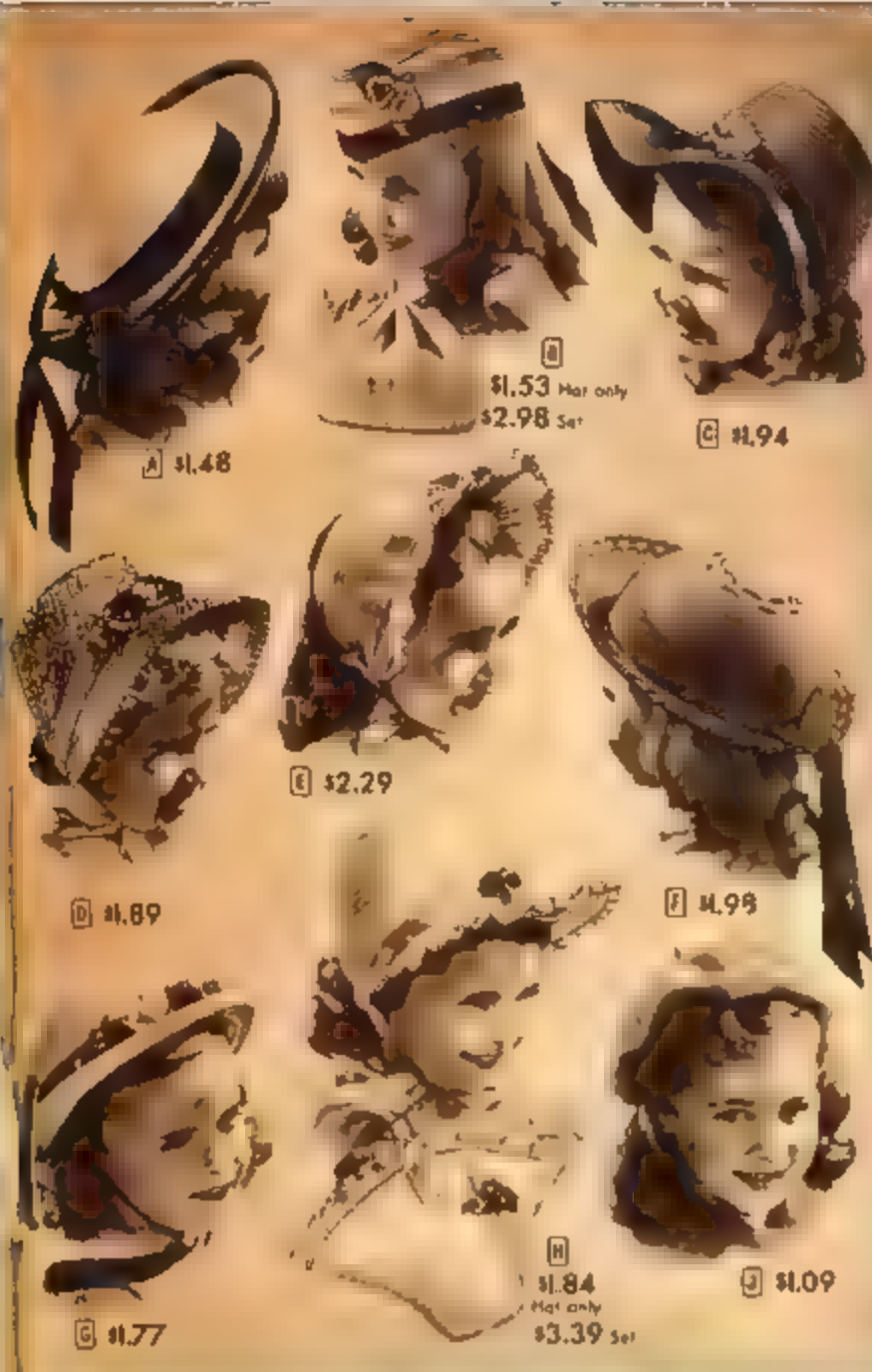
ALL WOOL HOODED COAT

H Latest style with full swinging ripple back... detachable button-on hood, rayon plaid lined. Novelty buttons. In 100% new wool rayon lined. Sizes 3, 4, 5, 6, 6x. State size. Shpg. wt. 1 lb. 14 oz.
29 L 2138—Coral (lt. rose)... \$11.95
29 L 2139—Light blue... 11.95



She'll look
BROWN BROWN I
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Normal with navy. B
Shipping weight 1 lb
Child's - Fits sizes
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956-957-958 - Fits sizes
959-960-961 - Fits sizes
962-963-964 - Fits sizes
965-966-967 - Fits sizes
968-969-970 - Fits sizes
971-972-973 - Fits sizes
974-975-976 - Fits sizes
977-978-979 - Fits sizes
980-981-982 - Fits sizes
983-984-985 - Fits sizes
986-987-988 - Fits sizes
989-990-991 - Fits sizes
992-993-994 - Fits sizes
995-996-997 - Fits sizes
998-999-1000 - Fits sizes

Prices of the
Philadelphia



A \$1.48

B \$1.53 Hat only
\$2.98 Set

C \$1.94

E \$2.29

D \$1.89

F \$1.99

G \$1.77

H \$1.84 Hat only
\$3.39 Set

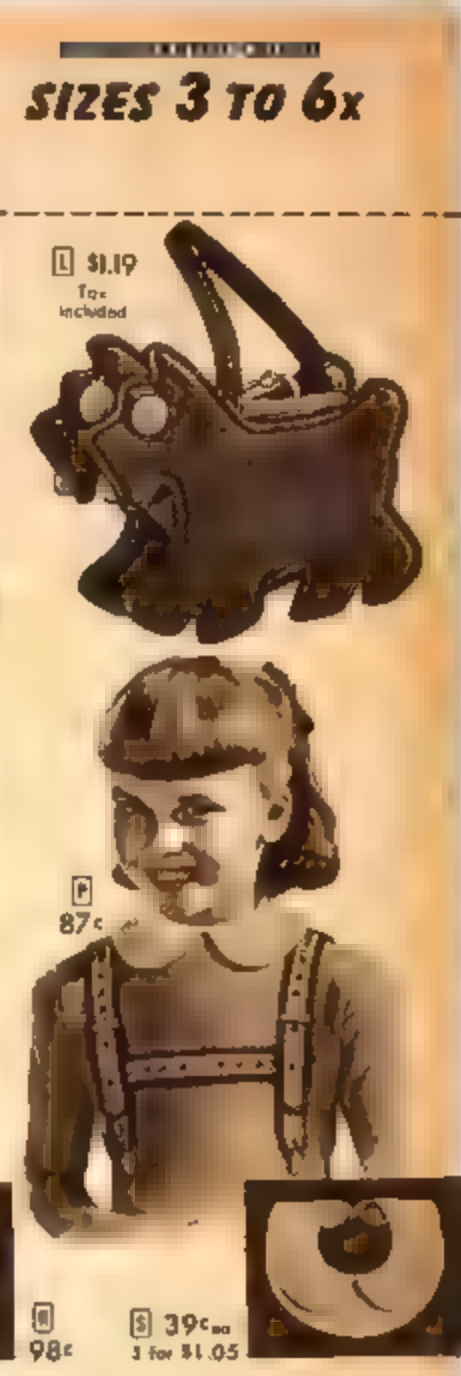
J \$1.09



K \$1.29 Tax included

M \$1.49 Tax included

N 49c



L \$1.19 Tax included

P 87c

Q 98c
S 39c ea
3 for \$1.05

Pint-Size Accessories styled and made as smartly as mother's

She'll look pretty-as-a-picture in a cute new Hat

- A** **HITLER BROWN ROLLER** strawlike braid Colors Pink med blue white Na. na. with navy. Size 20 1/2 in. Shipping weight 1 pound
\$7814803 Fits sizes 20 1/2 to 21 1/2 in. \$1.48
\$7814804 Fits sizes 21 1/2 to 22 1/2 in. 1.48
- B** **SCITTY AND BAG** straw-like braid, grosgrain trim. Size 20 1/2 in. Hat 21-22 1/2 in. Colors Med. blue, pink, white, bright red, natural with navy blue. Measure, state color. Price includes 22c Fed. Ex. Tax on bag
\$7814800 Hat only Shpg. wt. 1 lb. \$1.53
\$7814815 Set Shpg. wt. 1 lb. 2.90
- C** **NORSEMAN BONNET** Straw-like braid, grosgrain trim. Colors Navy blue, red, med blue rose, white. Measure state color Shpg. wt. 1 lb.
\$7814820 Fits sizes 19 1/2 to 20 1/2 in. \$1.94
\$7814821 Fits sizes 20 1/2 to 21 in. 1.94
- D** **POKE BONNET** to set off a pretty ace Novelty straw Colors White, pink, med blue, red, pale yellow with navy. Measure state color Shpg. wt. 1 lb.
\$7814810 Fits sizes 20 1/2 to 21 1/2 in. \$1.89
\$7814811 Fits sizes 21 1/2 to 22 1/2 in. 1.89
- E** **REPLICE BONNET** demure half hat of straw-like braid, rayon facing Colors Na. ual, white or med. blue with pink na. ual or white with med. blue. State color Shpg. wt. 1 lb.
\$7814815 Fits all head sizes. \$2.29

- F** **CITOTY ROLLER** wool felt with lace cotton, brim and crown. Grosgrain band Colors Beige with brown navy blue, medium blue red rose. Measure state color Shpg. wt. 1 lb.
\$7814850 Fits sizes 20 1/2 to 21 1/2 in. \$1.98
\$7814851 Fits sizes 21 1/2 to 22 1/2 in. 1.98
- G** **SACRY DRESSY** Straw-like braid, field flowers. Colors All white (natural) tan with navy red or med. blue. Measure state color Shpg. wt. 1 lb.
\$7814825 Fits sizes 19 1/2 to 20 1/2 in. \$1.77
\$7814826 Fits sizes 20 1/2 to 21 in. 1.77
- H** **BONNET AND BAG** Straw-like braid bag 20 1/2 in. Colors white med. blue. Natural tan with pink or med. blue. Measure state color Shpg. wt. 1 lb.
\$7814840 Hat only \$1.94
\$7814845 Hat and Bag Set 3.39
\$7814841 Hat only \$1.94
\$7814846 Hat and Bag Set 3.39
- J** **BELOVED BERRY** good all season with any outfit Every youngster loves it. 100% wool Colors Navy blue, brown white, bright red, medium blue. Measure state color Shpg. wt. 1 lb.
\$7814800 Fits sizes 20 1/2 to 21 1/2 in. \$1.09

Fun-to-Wear Extras for school or dress-up days

- K** **DRESS-UP BAG** Patent like plastic shirred skirt front and back Gold color metal frame Fabric lined Size about 5 1/2 x 11 in. Shpg. wt. 7 oz.
\$811603E Red \$1.29
\$811604E Black 1.29
- L** **PUPPY PUMPKIN** so cute, she'll carry it everywhere. 70% wool, 30% cotton felt, gold color metal frame. Felt lined. Size 21 1/2 in. Shpg. wt. 7 oz.
\$811603E Red \$1.19
\$811604E Kelly green. 1.19
\$811607E Navy blue 1.19
- M** **DOLLY SHOULDER ZIP** to thrill a tiny tot Hand painted design on front Patent like plastic, fabric lined, mirror Size 21 1/2 in. Shpg. wt. 5 oz.
\$811600E Red \$1.49
\$811601E Black 1.49
\$811602E White 1.49
- N** **FLOWER GARDEN** print to brighten her school days. Colorful flowers on hand washable spun rayon, so pretty around her neck, too. Size about 24 in. square Shipping weight 3 ounces.
\$8114530 White background. 49c

- P** **BRIGHT SCRAPBOOKS** smart way to dress up her pet blouse and skirt outfits. Red felt cloth, decorated white cotton tape center Adjustable. Clip-on ends. Shipping weight 5 ounces.
\$8114333 Fits sizes 1 to 8 87c
- R** **KIDNEY GLOVE** for Easter and "Sunday-best". Soft nubby rayon, with shorter fingers for little hands. Length 8 in. Hand wash. Sizes 2, 3, 4. Size scale below State size Shipping weight 3 oz.
\$8115100 White 98c
- S** **WHITE COLLAR** for pint size sweater girls. Spic-and-span cotton pique bib front tucks in securely with no sewing. Takes the place of a blouse. Washable Fits necklines 12 1/2 in. \$8114078 Shpg. wt. 3 oz. Each 39c
\$8114079 Shpg. wt. 4 oz. 3 for \$1.05

Size Scale for Children's, Girl's Gloves

SIZE	2	3	4	5	6	7
4 1/2 in.	5 in.	5 1/2 in.	5 3/4 in.	5 1/2 in.	5 3/4 in.	6 in.
5 in.	5 1/2 in.	5 3/4 in.	5 1/2 in.	5 3/4 in.	6 in.	6 1/4 in.

Prices of bags include 20% Fed. Ex. Tax. How to Measure for Hats, see page 239. How to Measure for Gloves, see page 259. Numbers marked \$ shipped from Philadelphia and Chicago. Order, pay postage from Sears nearest mail order house. Everything at Sears is available on Easy Terms see inside back cover



794



E
89-



F
\$1.49



\$4.98



4.3



8

POPULAR JUMPER FASHIONS
in wash fabrics for sizes 3 to 6x

Cotton \$1.69

20744 \$1.98

- A** Cotton Print, lively and colorful in a lovable ruffle-trimmed jumper. Ruffled front and back, criss-cross straps at bodice with full dished skirt. Bottoms down back. Washable. Sizes 3, 4, 5, 6, 6x; size scale, page 6. State size. Shipping weight 6 ounces.
- 29L4159—Multicolor print**
Each - - - \$1.69
- B** Rayon jumpsuit peeked up with attractive eyelet bib and pockets in contrasting color, cool and pretty for summer. Piping rim. Dished skirt, slide buttons. Hand wash. Sizes 3, 4, 5, 6, 6x, 6xw. page 6. State size. Shipwgt 6 oz.
- 29 L 4154—Pink with blue**
29 L 4157—Blue with pink
Each - - - \$1.98

SIZES 3 to 6x SUNSUITS . . washable, cool, and low priced at Sears

- [C] Big Top Smarts** in Sanfelized chambray a long-wearing cotton hat will not shrink more than 1%. Well tailored, smartly trimmed with bright red matching and red buttons at sides. Has self lined bib top, adjustable suspenders, patch pocket. Washable. Sizes 3, 4, 5, 6. See size scale on page 9. Please visit store.
29 L 4516—Light blue Shpg. wt 3 oz 79c
- [D] WOVEN STRIPED COTTON** overlocker shortall, typic and again looking wonderfully cool for hot days. Full cut well made with self lined bib top adjustable suspenders, patch pocket. Washable. never needs ironing. Sizes 3, 4, 5, 6, 6s, else scale, page 9. Sizes slim, Shpg. wt. 6 oz. 29 L 4509—Red with white stripe . . . 89c
29 L 4510—Blue with white stripe . . . 89c
- [E] CHECKED COTTON FASCALS** is a top fashion playmate with ruffle and ric-rac trimmed bib top that ties at shoulders with big flattering self bow. . . easy on and off. Pleated shorts. Easily washable. Sizes 3, 4, 5, 6, 6s. See size scale on page 9. Please visit store. Shipping weight 6 ounces.
29 L 4409—Red and white \$1.49
29 L 4410—Blue and white 1.49
- [F] STRIPED 'N' FLAM** chambray smartly Sanfelized (fuss fabric shrink. 1%). Square neck wide rippling butterfly rufflet and ric-rac pretties the front open cross straps in back for lots of sun. Pleated shorts. Washable. Sizes 3, 4, 5, 6, 6s. See size scale on page 9. Please visit store. Shpg. wt 6 oz.
29 L 4411—Blue and white \$1.49
29 L 4412—Pink and white 1.49
- [G] FINE COTTON Broadcloth** rumba-ruffled style hit. Has four wide ruffles edged with gay ric-rac all around back and sides. Buttons in front, go-off in a wink. Adjustable suspenders. Washable. Sizes 3, 4, 5, 6, 6s. See size scale, page 9. Sizes slim. Shipping weight 3 oz.
29 L 4413—White \$1.99
29 L 4414—Medium blue 1.99
29 L 4415—Yellow . . . 1.01

SEARS WASHABLE BLOUSES are so thrifty and practical

- [H] TAILORED CLASSIC BLOUSE**
In fine quality cotton.
Neatly styled with notched collar and hankie pocket. A practical style that goes well with overalls or skirts. Washable. Sizes 3, 4, 5, 6, 6x. *See scale on page 9.* *State size.* Shipping weight 5 ounces.
29 1 4400—White . . . 94c

[J] SNEER COTTON DOTTED SWISS in a sweet and demure drawing blouse with flows of bright colorful bands across front for stand-out beauty. String bow tie. Nipped in at waist for neat fit. Washable. Sizes 3, 4, 5, 6, 6x scale, page 9. *State size.* Shipping weight 5 oz.
29 1 4402—White . . . \$1.49

[K] SOFT, SMOOTH COTTON blouse in a ruffle-trimmed style perked up with colorful braid trim down the front. *And* Red Peter Pan collar. Side ruffles in front, cuffs on puff sleeves. Washable. Sizes 3, 4, 5, 6, 6x *see scale, page 9.* *State size.* Shipping weight 5 ounces.
29 1 4403—White . . . \$1.49



98c



\$1.49



K \$1.49



5169

12 SEARS, ROEBUCK AND CO. ALL

SIZES 3 TO 6x

A \$1.39
SkirtB \$1.98
SkirtC \$2.79
2-pc. Suit

Buy Everything your little girl needs at one time. Sears Easy Terms available. See inside back cover for complete details.

See Size Scale on page 4

D \$2.98
2-pc. Suit

COTTON SKIRTS... wash in a jiffy

A ELASTIC SHIRRED-TOP DRESS. Skirt is swing-wide and gay in this colorful cotton print. Popular little girl style. Has adjustable suspenders. Washable. (Blouse sold below.) Sizes 3, 4, 5, 6, 6x; scale, page 6. *State size.* Shpg. wt. 6 oz. 29 L 4105—Multicolored print. \$1.39

B WOVEN CHECKED GINGHAM in a pert 3-tiet skirt frosted with white eyelet trim. Adjustable suspenders. Washable. (Blouse sold opposite page.) Sizes 1 1/2, 3, 4, 5, 6, 6x. *State size.* Shpg. wt. 6 oz. 29 L 4106—Red and white. \$1.98
29 L 4107—Blue and white. 1.98

SEARS HONEYSUCKLE light weight wool 2-piece Suits

E PACIFIC ALL WOOL CREPE in adorable bolero suit. Bolero has colorful embroidery, rick rack trim. Dirndl skirt has deep hem, adjustable suspenders. Dry clean. Blouse, opposite page. Sizes 3, 4, 5, 6, 6x. *State size.* Shpg. wt. 13 oz. 29 L 4026—Light blue. 29 L 4027—Yellow
29 L 4028—Aqua green. Each. \$4.49

Top values in COTTON SUITS

C COTTON SEARSUCKER 2-pc. suit. Cardigan jacket has 2 big pockets. Skirt has front pleats, kick pleat in back. Adjustable suspenders. Washable. Sizes 3, 4, 5, 6, 6x. *State size.* Shpg. wt. 8 oz. 29 L 4031—Red and white. \$2.79
29 L 4032—Blue and white. 2.79

D COTTON POPLIN SAILOR SUIT. Crisply tailored, expertly made. White broad trim, big square collar, 2 patch pockets and sleeves. Skirt has front pleats, back kick pleat. Adjustable suspenders. Washable. Sizes 3, 4, 5, 6, 6x. *State size.* 29 L 4033—Medium blue. Shpg. wt. 9 oz. \$3.98

F ALL WOOL FLANNEL CREAM SUIT is expertly tailored. Smart jacket has double row of buttons, piping-trimmed patch pockets. All-around pleated skirt has adjustable suspenders. Dry clean. Sizes 3, 4, 5, 6, 6x. *State size.* Shpg. wt. 1 lb. 2 oz. 29 L 4034—Mild. blue. 29 L 4035—Yellow
29 L 4036—Coral rose. Each. \$4.98

BLOUSES ARE PIN-MONEY TOPPERS for skirts, suits, jumpers... easy-to-wash

G SHEER COTTON drawing blouse in a fascinating rumba-ruffle style. Colorful bright red stitching on edge of every ruffle; red drawstring bow at neck. Washable (remove drawing before washing). Sizes 3, 4, 5, 6, 6x. *Please state size.* Shpg. wt. 5 oz. 29 L 4804—White. \$1.49

H EYELET EMBROIDERY trims this lovely sheer cotton blouse. Graceful, full cut drawstring style with red string bow at neck. Cute puff sleeves. Fresh and cool-looking. Washable (remove string before washing). Sizes 3, 4, 5, 6, 6x. *State size.* Shipping weight 5 oz. 29 L 4824—White. \$1.49

J SMOOTH RAYON BLOUSE with easy dance-away print in high-splashed colors on its front... a style any little girl would adore to own. White drawstring bow at neck, sweet puff sleeves. Hand washable. Sizes 3, 4, 5, 6, 6x. *Please state size.* Shpg. wt. 5 oz. 29 L 4825—White. \$1.98



E \$4.49

F \$4.98

ALL VIRGIN WOOL 2-pc. SUITS

- Soft, lightweight summer fabrics
- Fine tailoring and expert details
- New spring-through-summer styles



G \$1.69



H \$1.69



J \$1.98

ALL PAGE 13... GIRLS' WEAR

MURDERY CROWD

SIZES 1 TO 3

WHY IT'S SEARS FOR TOTS' CLOTHES...

Only a mother knows what a "beating" active tot's clothes have to be able to take! Here's where Sears value story begins. Sears builds the important features you see below, that assure quality and wear right into every garment to give you more for your money, plus added satisfaction.

HONEYBUCKLE

THE RIGHT WAY
TO SAY
CHILDREN'S
WEAR

1. **FABRICS** sturdy and long wearing for play... smooth, light and firmly woven for dress

2. **WEAR** all that you would expect in strength, texture to stand up under daily use

3. **FIT**... cut by experts with easy creases, non-binding croiches, shapely necks and waists

4. **WORKMANSHIP**... strong, firm stitching... smooth, even seams bar locking where necessary

5. **WASHABILITY**... clear-toned colors in fabrics that can "take it" and trims that wear

6. **SAVINGS**... It's thrifty, you save time, money and energy when you shop at Sears by mail



A \$1.49
Overalls

B \$1.49
Overalls

C \$1.49
Clem-
Diaper
\$1.49
Jacket

D 98c
Pinafore

E \$1.98
Pinafore

A CHECKED COTTON COVER-ALLS in washable percale... embroidered poms, piping trim, Peter Pan collar. Sash. Buttons at back. Drop-seat. Sizes 1, 2, 3; size scale, page 1171. State size. Shipping weight 7 ounces. 29 L 6324—Bright red. \$1.49 29 L 6325—Medium blue. 1.49

F CHECKED COTTON in a charming smocked style. Ric-rac on skirt. Deep hem. Tieback sash. Washable. Sizes 1, 2, 3; size scale on page 1171. Please state size. Shipping wt. 6 oz. 29 L 6319—Red check. \$1.39 29 L 6320—Blue check. 1.39

I MERCERIZED, vat-dyed percale. Delicate embroidery lace trim. 2 pockets. 3-in. hem. Sash. Washable. Sizes 1, 2, 3; size scale on page 1171. Please state size. Shipping wt. 6 oz. 29 L 6315—Yellow. \$1.98 29 L 6316—Light blue. 1.98

G SEASHORE PRINT Sanitized overalls in mercerized cotton (two max fabric shrink. 15% Va dyed Rib top adjustable suspenders. Shirt not included. Washable. Sizes 1, 2, 3. State size. Shpg. wt. 7 oz. 29 L 6323—Medium blue. \$1.49 29 L 6324—Yellow. 1.49

G DASHY SMOCKING, clay buttons and a lace-edged collar on this washable cotton dress. Sash. Deep hem. Sizes 1, 2, 3; size scale on page 1171. State size. Shipping weight 6 ounces. 29 L 6321—Medium blue. \$1.39 29 L 6322—Pink. 1.39

H DOTTED SWISS FRACK lav. ash with eyelet embroidery at bodice skirt bottom simulated pockets. Sash. Hand washable. Sizes 1, 2, 3; size scale, page 1171. State size. Shpg. wt. 6 oz. 29 L 6336—Light blue. \$1.98 29 L 6337—Pink. 1.98

C SEASHORE PRINT clem-diaper suit in Sanitized, mercerized vat-dyed cotton twill. Adjustable suspenders. back pocket. Washable max sh. shrink 15%. Sizes 1, 2, 3; size scale, page 1171. State size. Shpg. wt. 7 oz. 29 L 6375M—Medium blue. \$1.49 29 L 6376M—Yellow. 1.49 29 L 6377M—Medium blue. \$1.49 29 L 6378M—Yellow. 1.49

H STRIPED COTTON in a simulated bistro style. Has embroidered pockets, gay and colorful. Tie back sash. Deep hem. Washable. Sizes 1, 2, 3; size scale on page 1171. Please state size. Shpg. wt. 6 oz. 29 L 6323—Red stripe. \$1.39 29 L 6324—Blue stripe. 1.39

N HEARTS AND FLOWERS embroidery on fine cotton lawn. Dotted trim sleeves and bodice insert. Sash. 3-in. hem. Washable. Sizes 1, 2, 3; size scale, page 1171. State size. Shpg. wt. 6 oz. 29 L 6338—Light blue. \$2.98 29 L 6339—Pink. 2.98

D DOTTED SWISS PINAFORE, sweetly ruffled and trimmed with ric-rac. Summer-cool, buttons at back, tie sash, deep hem. Pocket. Washable. Sizes 1, 2, 3; size scale, page 1171. State size. Shpg. wt. 5 oz. 29 L 6377—White with blue. 98c 29 L 6378—White with pink. 98c

OUR BETTER QUALITY Cotton lawn dress. Eyelet ruffling on eyelet pique yoke. pockets. Sash; 3-in. hem. Washable. Sizes 1, 2, 3; size scale, page 1171. State size. Shpg. wt. 6 oz. 29 L 6377—Yellow. \$1.98 29 L 6378—Medium blue. 1.98

P FINE QUALITY cotton lawn dress-up style. Embroidery, lace insert, 2 lace pockets. Sash. 3-in. hem. Washable. Sizes 1, 2, 3; size scale, page 1171. State size. Shpg. wt. 6 oz. 29 L 6340—Pink. \$2.98 29 L 6341—Light blue. 2.98

E FINE QUALITY Cotton pique pinafore prettied with colorful embroidery. Shoulder ruffles; tie sash. 3-in. hem. Lengthening. Buttons at back. Washable. Sizes 1, 2, 3; size scale, page 1171. State size. Shpg. wt. 6 oz. 29 L 6408—Pink. \$1.98 29 L 6409—Yellow. 1.98

R TWO-TONE COTTON Broadcloth in our better look. Gay embroidery, an adorable collar. 3-in. hem. Washable. Sizes 1, 2, 3; size scale, page 1171. State size. Shpg. wt. 6 oz. 29 L 6379—Pink. \$1.98 29 L 6380—Light blue. 1.98

R EMBROIDERED Pinafore in fine quality cotton broadcloth. Lace collar. 4-in. hem; sash. Washable. Sizes 1, 2, 3; size scale, page 1171. State size. Shpg. wt. 6 oz. 29 L 6342—Light blue. \$2.98 29 L 6343—Pink. 2.98

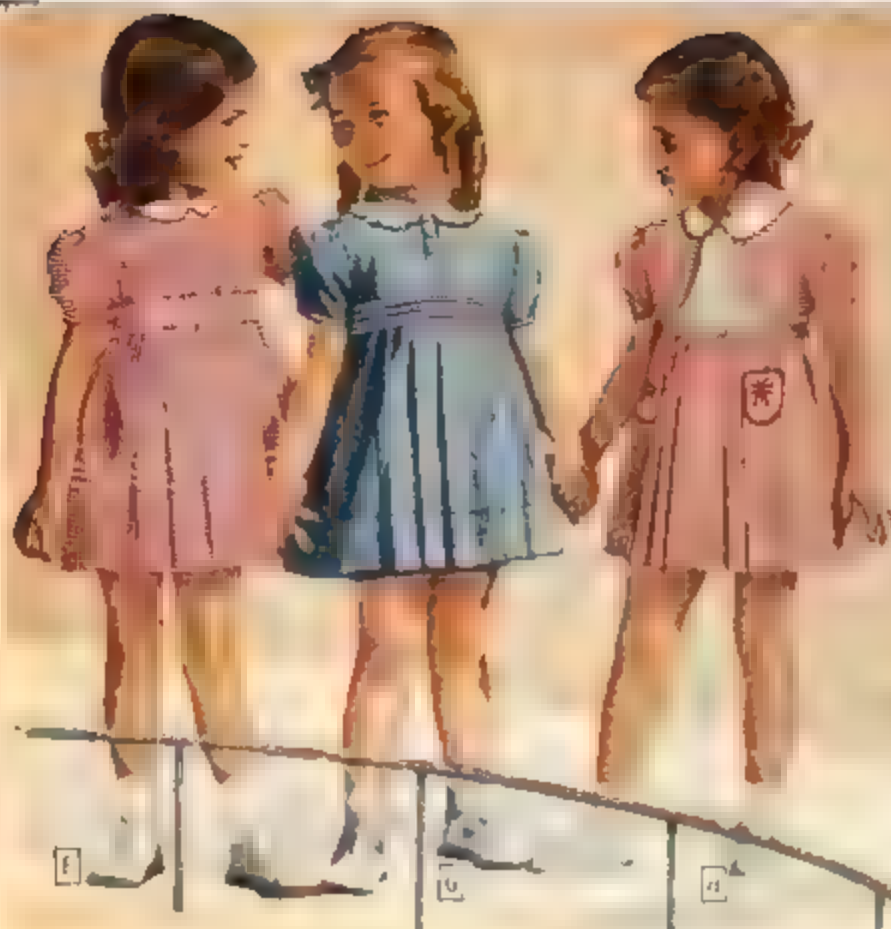
14... SEARS, ROEBUCK AND CO. SALL

All Tots' Clothes are available on Sears Easy Terms. See inside back cover for terms.

THREE THRIFTY WAYS
to save money on your tot's clothes

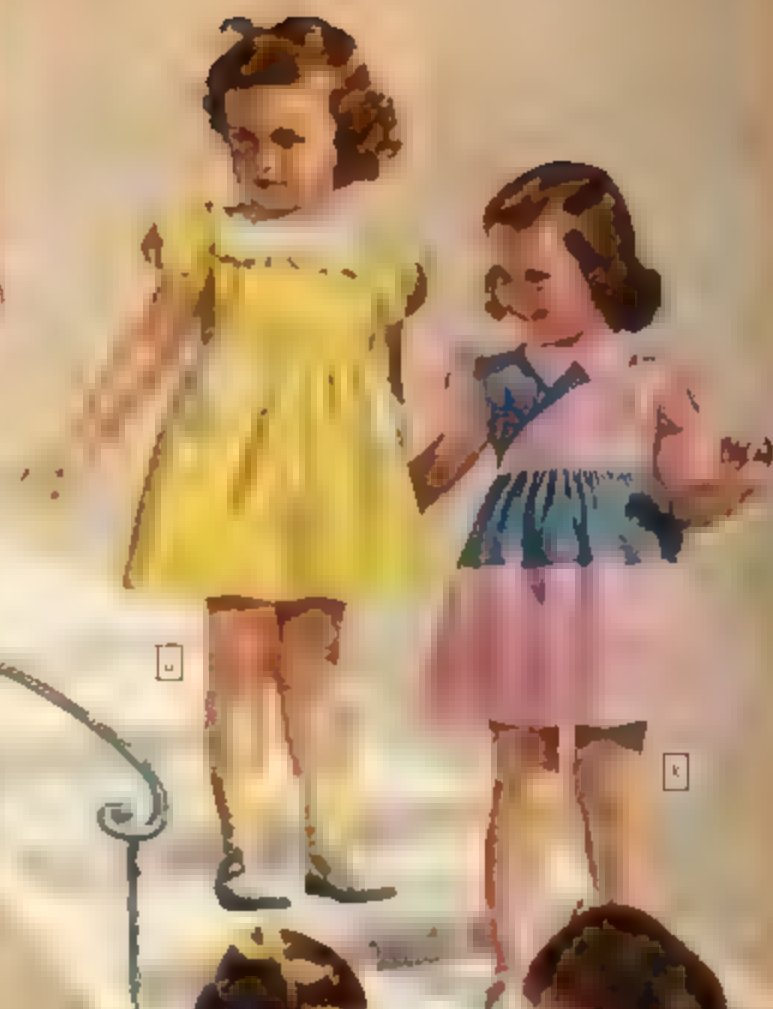


OUR TOTS' CLOTHES
are available in
all Sears stores
and by mail order



THREE THRIFTY WASHABLE COTTONS \$1.39

• Well made • Full cut • Pretty, practical styles each



OUR THREE FINEST COTTONS

- Loveliest party dress-up styles
- Our finest top quality fabrics
- 3-inch hems more lavish trims

\$2.98

each



FOUR BETTER QUALITY COTTONS

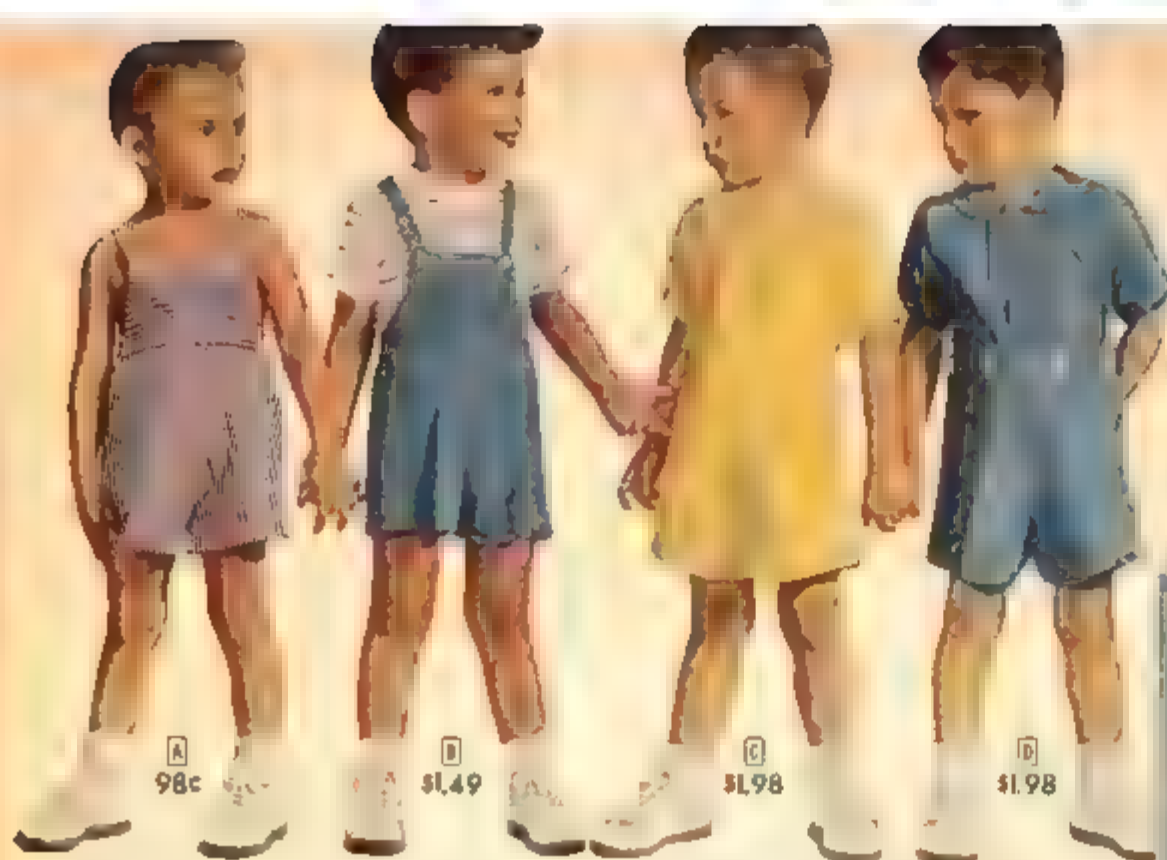
- Finer, more firmly woven fabrics
- More embroideries finer trims
- Finer details, tieback sashes

\$1.98

each

NOTE THESE FEATURES

- Durable cottons firmly woven for wear
- Expertly tailored to the last detail
- Strongly stitched buttons and seams



A
98c

B
\$1.49

C
\$1.98

D
\$1.98

SEERSUCKER

Summer-cool Sunsuit

A Seersucker sunsuit easily washable... needs no ironing. Very well made has double fabric bib-top closure in back for fit. Suspender Sizes 2, 3, 4. State size. Shipping weight 4 ounces.

29 L 6585-Jord 98c
29 L 6586-Blue 98c
29 L 6587-Green 98c

KNIT COTTON

Two-piece Suit

B Tender-knit cute 2 pc suit has pastel striped polo shirt with rib knit trim & lined bib. Top suspender pants have elastic at back for stay up fit. Washable knit cotton needs no ironing. Sizes 2, 3, 4. State size. Shipping weight 7 ounces.

29 L 6748-Blue \$1.49
29 L 6749-Yellow \$1.49

TOTS' DRESSY WASH SUITS

Fine fabrics... Gripper fastener crotches

C Adorable 2 piece style of good quality cotton poplin washable. Blue has ruffled collar, pinned front, button trim, busy on and off gripper fastener crotch. Sizes 1, 2, 3, 4. State size. Shipping weight 6 ounces.

29 L 6752-Yellow \$1.98
29 L 6753-Blue \$1.98

D Cute Embroidered front and back, front pleats on this 2-piece cordless suit. Very well made piping toy button trim. Gripper fastener crotch. Sturdy washable cotton poplin. Sizes 1, 2, 3, 4. Please state size. Shipping weight 6 oz.

29 L 6750-Med blue \$1.98
29 L 6751-Aqua blue \$1.98

LITTLE BOYS' SEPARATES... thrifty, cool, wear-long and easy-to-wash

E Shirts of soft cotton. Wash separately. Sizes 1, 2, 3, 4. State size. Ship. wt. 4 oz.

Multi-Stripes
29 L 6852-Blue \$1.79c
29 L 6853-Green 79c

Varsity Print
29 L 6850-Yellow 79c
29 L 6851-Blue 79c

F LITTLE COTTON SHIRT. Soft, well made. Washable. State size 2, 3, 4. Ship. wt. 5 oz.

29 L 6593-White 98c

G COTTON SHORTS. Expertly made, double stitched. Well tailored, front pocket. Suspender. Washable. Sizes 2, 3, 4. State size. Ship. wt. 7 oz.

29 L 6729-Med blue 98c
29 L 6730-Med green 98c

H BOXER TRUNKS in soft cotton poplin. Elastic waist. 2 pockets. Washable. Sizes 2, 3, 4. State size. Ship. wt. 4 oz.

29 L 6583-Light tan 98c
29 L 6584-Blue 98c

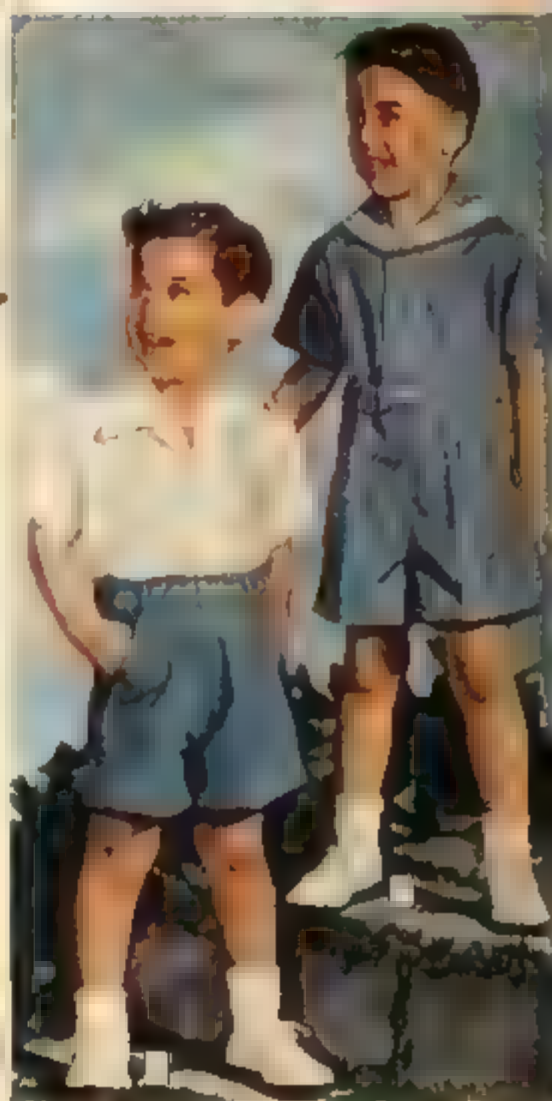
I "CLEAN DIGGER" SHORTS in good quality cotton poplin... var-dyed. Soft and cool. Max fabric shrink 1%. Shortie pants have well fastened side tabs and adjustable suspender. Back patch pocket. Washable. Sizes 1, 2, 3, 4. State size. Ship. wt. 7 oz.

29 L 6522-Med blue \$1.39
29 L 6523-Yellow \$1.39

J CALIFORNIA PRINT Boxer trunks in fine cotton twill, var-dyed, inner and outer. Max fabric shrink 1%. Cotton pocket. Washable. Sizes 1, 2, 3, 4. State size. Ship. wt. 4 oz.

29 L 6581M-Yellow \$1.29
29 L 6582M-Blue \$1.29

Manly Junior
29 L 6579M-Yellow \$1.49
29 L 6580M-Blue \$1.49



MANLY COTTON WASH SUITS

Choice of two handsome styles

\$1.98
each

K Two-Piece Suit with seams double stitched to withstand wear. Washable cotton poplin. Tucked front blouse button-on pants have belt with metal buckle. Sizes 1, 2, 3, 4. State size. Ship. wt. 7 oz.

29 L 6756-White with blue \$1.98
29 L 6757-White with green \$1.98

M SAILOR SUIT, 2-piece style. Decked out with braid and sporting an embroidered anchor and chevron in a pocket. Button-on pants have belt, metal buckle. Double stitched seams. Washable cotton poplin. Sizes 1, 2, 3, 4. State size. Ship. wt. 7 oz.

29 L 6762-Medium blue \$1.98

Size Scale for Sizes 1 to 4

Order size	2	3	4
height	20	22	23 in.
height	30-32	32-34	35-37 38-40 in.



E Cotton Polo Shirts 79c each

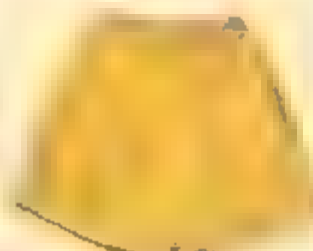


G Cotton Shorts 98c

I
\$1.39



J
Jacket \$1.49
Trunks \$1.29



H Boxer Trunks 98c



F Cotton Shirt 98c

HONEYSUCKLE
THE RIGHT WAY
TO SAY
CHILDREN'S
WEAR



Knit mercerized cotton Anklets
Seamless feet . . in 3 qualities

Good 19c pr Better 25c pr Best 29c pr

Good Quality Mercerized cotton knit for even feet. Seamless feet. Hand wash. Colors White, pink, light blue, navy blue, yellow, med. blue, red. Sizes 4, 4½, 5, 5½, 6, 6½. Please state size and color. Ship. wt. pair 2 oz.

29 L 5904 Pair 19c

Better Quality Mercerized cotton knit for even feet. Seamless feet. Hand wash. Colors White, pink, light blue, navy blue, yellow, med. blue, red. Sizes 4, 4½, 5, 5½, 6, 6½. Please state size and color. Ship. wt. pair 2 oz.

29 L 5905 Pair 25c

Best Quality Mercerized cotton knit for even feet. Seamless feet. Hand wash. Colors White, pink, light blue, navy blue, yellow, med. blue, red. Sizes 4, 4½, 5, 5½, 6, 6½. Please state size and color. Ship. wt. pair 2 oz.

29 L 5906 Pair 29c



**OUR BETTER
QUALITY
ANKLETS**
25c
Pair

In Fancy or
Plain Styles



A FINE CUFFED MERCERIZED COTTON ankle with a pink edge and wash. Colors White, pink, light blue, navy blue, yellow, med. blue, red. Sizes 4, 4½, 5, 5½, 6, 6½. Please state size and color. Ship. wt. pair 2 oz.

29 L 5902 Pair 25c

D RAYON ANKLETS of no less than 50% rayon. Hand wash. Colors White, pink, light blue, navy blue, yellow, med. blue, red. Sizes 4, 4½, 5, 5½, 6, 6½. Please state size and color. Ship. wt. pair 2 oz.

29 L 5907 Pair 25c

B CUFFED MERCERIZED COTTON ankle with a pink edge and wash. Colors White, pink, light blue, navy blue, yellow, med. blue, red. Sizes 4, 4½, 5, 5½, 6, 6½. Please state size and color. Ship. wt. pair 2 oz.

29 L 5910 Pair 25c

E STRIPED CUFF HALF SOCK, bright gay. Mercerized cotton. Hand wash. Colors White, pink, light blue, navy blue, yellow, med. blue, red. Sizes 4, 4½, 5, 5½, 6, 6½. Please state size and color. Ship. wt. pair 2 oz.

29 L 5919 Pair 25c

C DANCY SHIP D PATTERN in cuffs. Mercerized cotton. Hand wash. Colors White, pink, light blue, navy blue, yellow, med. blue, red. Sizes 4, 4½, 5, 5½, 6, 6½. Please state size and color. Ship. wt. pair 2 oz.

29 L 5920 Pair 25c

F THE WAY TO A CHARMING SOCKS. Heavy rib tops. Hand wash. Colors White, pink, light blue, navy blue, yellow, med. blue, red. Sizes 4, 4½, 5, 5½, 6, 6½. Please state size and color. Ship. wt. pair 2 oz.

29 L 5908 Pair 25c

MEASURE FOR SOCKS: For 4, 4½, 5, 5½, 6, 6½. Measure from heel to tip of toe. For 7, 7½, 8, 8½. Measure from heel to tip of toe.

Order size For foot length 4 4½ 5 5½ 6 6½ 7 7½ 8 8½

G THERM-A-SHOCK prime easy to buy several pairs. Good mercerized cotton. Hand wash. Colors White, pink, light blue, navy blue, yellow, med. blue, red. Sizes 4, 4½, 5, 5½, 6, 6½. Please state size and color. Ship. wt. pair 2 oz.

29 L 5900 Pair 15c

H THIS IS A LOW PRICED for striped cuff ankle. Mercerized cotton. Hand wash. Colors White, pink, light blue, navy blue, yellow, med. blue, red. Sizes 4, 4½, 5, 5½, 6, 6½. Please state size and color. Ship. wt. pair 2 oz.

29 L 5905 Pair 19c

J OUR FINEST dress anklets come in 3 styles. Mercerized cotton. Hand wash. Colors White, pink, light blue, navy blue, yellow, med. blue, red. Sizes 4, 4½, 5, 5½, 6, 6½. Please state size and color. Ship. wt. pair 2 oz.

29 L 5913 Pair 29c

K FANCY KNITTING CUFFS Mercerized cotton. Hand wash. Colors White with blue, white with red, white with yellow, white with pink, white with navy blue. Sizes 4, 4½, 5, 5½, 6, 6½. Please state size and color. Ship. wt. pair 2 oz.

29 L 5925 Pair 29c

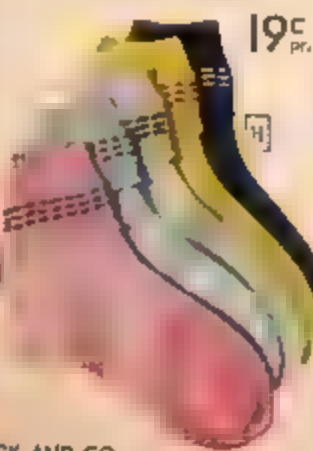
L CREW SOCK striped cuff. Mercerized cotton. Hand wash. Colors White with med. blue, navy blue, brown, red. Sizes 4, 4½, 5, 5½, 6, 6½. Please state size and color. Ship. wt. pair 2 oz.

29 L 5936 Pair 29c

OUR THRIFT Priced Budgeteers

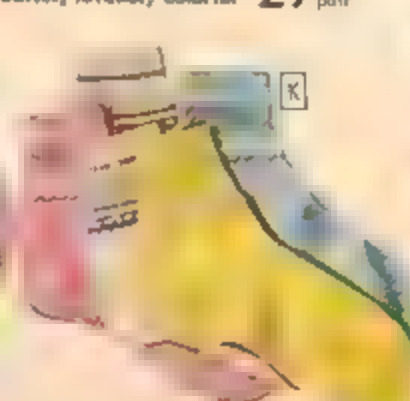
15c
pr.

19c
pr.



OUR FINEST Dress Styles

Softer, lovelier, colorful **29c**
pair



5 Dots N69

SEARS &

Made in

• Action cut
• Non-slip
• Elastic at
• Strongly

• 100% cotton
• 100% wool
• 100% silk
• 100% rayon
• 100% polyester
• 100% nylon
• 100% acrylic
• 100% spandex
• 100% leather
• 100% rubber
• 100% glass
• 100% metal
• 100% plastic
• 100% paper
• 100% fabric
• 100% wood
• 100% stone
• 100% concrete
• 100% brick
• 100% tile
• 100% paint
• 100% ink
• 100% glue
• 100% tape
• 100% thread
• 100% needle
• 100% scissors
• 100% sewing machine
• 100% iron
• 100% dryer
• 100% washer
• 100% refrigerator
• 100% stove
• 100% oven
• 100% microwave
• 100% toaster
• 100% coffee maker
• 100% blender
• 100% juicer
• 100% food processor
• 100% vacuum cleaner
• 100% mop
• 100% broom
• 100% dustpan
• 100% brush
• 100% sponge
• 100% cloth
• 100% towel
• 100% sheet
• 100% pillow
• 100% blanket
• 100% rug
• 100% curtain
• 100% lamp
• 100% clock
• 100% mirror
• 100% picture
• 100% vase
• 100% candle
• 100% pot
• 100% pan
• 100% bowl
• 100% plate
• 100% glass
• 100% cup
• 100% spoon
• 100% fork
• 100% knife
• 100% spoon
• 100% fork
• 100% knife

• 100% cotton
• 100% wool
• 100% silk
• 100% rayon
• 100% polyester
• 100% nylon
• 100% acrylic
• 100% spandex
• 100% leather
• 100% rubber
• 100% glass
• 100% metal
• 100% plastic
• 100% paper
• 100% fabric
• 100% wood
• 100% stone
• 100% concrete
• 100% brick
• 100% tile
• 100% paint
• 100% ink
• 100% glue
• 100% tape
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• 100% sewing machine
• 100% iron
• 100% dryer
• 100% washer
• 100% refrigerator
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• 100% oven
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• 100% coffee maker
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• 100% vase
• 100% candle
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• 100% pan
• 100% bowl
• 100% plate
• 100% glass
• 100% cup
• 100% spoon
• 100% fork
• 100% knife
• 100% spoon
• 100% fork
• 100% knife

**SIZES
1 TO 4**



A Overalls \$1.69 **B** Skirt \$1.29 **C** Shorts \$1.09 **D** Polo Shirt 98c **E** Polo Shirt 98c **F** Sweater \$1.39

SEARS DURENE KNIT COTTON MIX-OR-MATCH SEPARATES

Made to Sears specifications in combed mercerized yarns, in washfast matching colors



- Action cut for ease, freedom
- Non-slip suspender straps
- Elastic at waist for fine fit
- Strongly stitched for wear



- Snug-fit ribbed neck shirts
- Easy-slip-on button shoulders
- Double self fabric bib-tops on all suspender garments



- Fine gauge knit fabric
- 2-ply yarns for strength
- Mercerized for softness
- Clear, washfast colors

HONEY SUCKLE

THE EASY WAY TO SAY

CHILDREN'S WEAR

A **OVERALLS**, the year 'round favorite. Made to Sears specifications in combed mercerized yarns, in washfast matching colors. Action cut for ease, freedom. Non-slip suspender straps. Elastic at waist for fine fit. Strongly stitched for wear. Washfast, needs no ironing. Sizes 1, 2, 3, 4, size scale on page 17. **State size** for shipping weight 4 ounces. **29L6903M Red 29L6906M Med. blue 29L6907M Yellow 29L6908M Lt. blue 29L6909M Lt. blue** Each \$1.69

B **SKIRT**, an adorable skirt. Made to Sears specifications in combed mercerized yarns, in washfast matching colors. Action cut for ease, freedom. Non-slip suspender straps. Elastic at waist for fine fit. Strongly stitched for wear. Washfast, needs no ironing. Sizes 1, 2, 3, 4, size scale on page 17. **State size** for shipping weight 4 ounces. **29L6910M Yellow 29L6911M Lt. blue 29L6912M Red 29L6913M Lt. blue 29L6914M Med. blue** Each \$1.29

C **BOYS' SHORTS**, a must for the little boy. Made to Sears specifications in combed mercerized yarns, in washfast matching colors. Action cut for ease, freedom. Non-slip suspender straps. Elastic at waist for fine fit. Strongly stitched for wear. Washfast, needs no ironing. Sizes 1, 2, 3, 4, size scale on page 17. **State size** for shipping weight 4 ounces. **29L6920M Med. blue 29L6921M Red 29L6922M Yellow 29L6923M Lt. blue 29L6924M Lt. blue** Each 98c

D **BOYS' POLO SHIRT**, with short sleeves. Made to Sears specifications in combed mercerized yarns, in washfast matching colors. Action cut for ease, freedom. Non-slip suspender straps. Elastic at waist for fine fit. Strongly stitched for wear. Washfast, needs no ironing. Sizes 1, 2, 3, 4, size scale on page 17. **State size** for shipping weight 4 ounces. **29L6930M Pink 29L6931M Lt. blue 29L6932M Red 29L6933M Yellow 29L6934M Med. blue** Each 98c



Each \$1.69

E **BOYS' POLO SHIRT**, with short sleeves. Made to Sears specifications in combed mercerized yarns, in washfast matching colors. Action cut for ease, freedom. Non-slip suspender straps. Elastic at waist for fine fit. Strongly stitched for wear. Washfast, needs no ironing. Sizes 1, 2, 3, 4, size scale on page 17. **State size** for shipping weight 4 ounces. **29L6935M Yellow 29L6936M Lt. blue 29L6937M Red 29L6938M Pink 29L6939M Med. blue** Each 98c

F **COAT SWEATER**, the year 'round favorite. Made to Sears specifications in combed mercerized yarns, in washfast matching colors. Action cut for ease, freedom. Non-slip suspender straps. Elastic at waist for fine fit. Strongly stitched for wear. Washfast, needs no ironing. Sizes 1, 2, 3, 4, size scale on page 17. **State size** for shipping weight 4 ounces. **29L6940M Yellow 29L6941M Lt. blue 29L6942M Red 29L6943M Pink 29L6944M Med. blue** Each \$1.39

Sears Easy Terms are available. See inside back cover for details.

SIZES 1 TO 4

in fabrics, rich-textured and durable . . deftly tailored . . fully lined



Rich-textured
All Wool Sets **\$798**

Wool Crepe \$698

Wool Crepe \$598

Wool Mannel \$598



Our Finest
100% Virgin Wool
SUEDE COAT SET

\$898
2-yr. 5-yr.

- Glove soft all wood suede fabric, fine textured, sturdy
- True smooth-fit princess cut
- Finely tailored throughout
- Expensive scalloped detail on coat and poke bonnet
- Gold colored metal buttons
- Fine rayon lining throughout

100% Virgin
Wool Coating \$898

Suede-like
All Wool **\$798**

All Wool Flannel \$598

Herringbone Tweed \$598

MANLY 2-PIECE SETS . . cut to fit . . tailored to "take it" . . lined throughout

20. SEARS, ROEBUCK AND CO. FORMER

[illegible]

SETS
ed

NEW SPRING STYLES

in Coat Sets for sizes 1 to 4

Description of coats shown on opposite page

A OUR FINEST HONEYBUCKLE COAT SET is first on the Spring Parade of values. Check its value-packed features on opposite page... look at its style. Smooth-fitting princess lines... handsome detailing of scalloped trim on collar, back and front waistline, and on matching bonnet. Tots love those gold-colored buttons. In glove-soft all wool made, fully lined in good quality rayon. Sizes 1, 2, 3, 4. State size. Shipping weight 2 pounds.

29 17200—Bright red \$8.98 29 17201—Light blue \$8.98

B FEATURING NEW SPAULET SHOULDERS on this princess coat... plus expert tailoring and fine details of cotton velvet trim on shoulders, collar matching poke bonnet 2 slash pockets Domestic Shetland type all wool. Fully rayon lined. Sizes 1, 2, 3, 4. State size. Shpg. wt. 1 lb. 12 oz.

29 17202—Open (medium blue) \$7.98
29 17203—Gold 7.98

C NEW 1948 CAPELET STYLE COAT with true princess lines... made dressy with lovely scallop edge on capelet and matching bonnet. Adorably becoming ideal for Sunday best in this soft domestic Shetland-type all wool. Fully rayon lined. Sizes 1, 2, 3, 4. State size. Shpg. wt. 1 lb. 12 oz.

29 17204—Coral (light rose) \$7.98
29 17205—Medium blue 7.98

D TAILORED TO A "T" in smooth fitting true princess style topped off with notched collar and 2 flap pockets. In lovely all wool crepe, matching bonnet. Fully rayon lined. Sizes 1, 2, 3, 4. State size. Shpg. wt. 1 lb. 8 oz.

29 17206—Light blue \$6.98
29 17207—Dusty rose 6.98

E HAND EMBROIDERED at waistline, back and front, with dainty touches of scalloped cording give beauty to this dress-up style. White lace-edged cotton pique collar is detachable for laundering. In all wool crepe, matching hat. Fully rayon lined. Sizes 1, 2, 3, 4. State size. Shpg. wt. 1 lb. 8 oz.

29 17208—Gold \$5.98 29 17209—Light blue \$5.98

F PRETTY PRINCESS-LIKE lines in this rich all wool flannel set... (in attractive pastel shades). Has hand embroidery and cording trim. Coat and matching hat are rayon lined. Sizes 1, 2, 3, 4. State size. Shpg. wt. 1 lb. 8 oz.

29 17210—Dusty rose \$5.98
29 17211—Light blue 5.98

G OUR FINEST BOY'S COAT is 100% virgin wool... a rich textured coating in a small manly check. Quality and wear are tailored into every inch of its making... plus the fine fit that make Sears Honeybuckles famous. Smart double breasted style with cotton velvet notched collar... button trim on sleeves... 2 flap pockets and smart belt in back. Matching Eton cap. Fully rayon lined. Sizes 1, 2, 3, 4. Please state size. Shipping weight 2 pounds.

29 17212—Brown check \$8.98

H BUY & FLY FRONT COAT is in sporty camel tan color... in a fine quality suede textured all wool fabric... the A-1 favorite of little men. Expertly tailored with action-free fit and careful workmanship in every detail. Has smartly notched convertible collar he can wear open or buttoned up 2 swanky slash pockets. Matching Eton cap. Fully rayon lined. Sizes 1, 2, 3, 4. State size. Shpg. wt. 1 lb. 12 oz.

29 17213—Camel (light) tan \$7.98

I ALL VIRGIN WOOL FLANNEL COAT is a trimly tailored double breasted style topped off with white ocean pearl buttons that give it a new spring look. Has 2 swanky slash pockets and matching Eton cap. Rayon lined throughout. Sizes 1, 2, 3, 4. Please state size. Shpg. wt. 1 lb. 12 oz.

29 17214—Medium blue \$5.98
29 17215—Light navy blue 5.98

K PART WOOL HERMINGBONE TWEED COAT SET in 66% new wool, 14% reproved wool, 30% rayon. Has smart notched collar 2 flap pockets and buttons trimmed belt in Matching Eton cap. Rayon lined throughout. Sizes 1, 2, 3, 4. State size. Shpg. wt. 1 lb. 8 oz.

29 17216—Medium brown \$5.98
29 17217—Medium blue 5.98

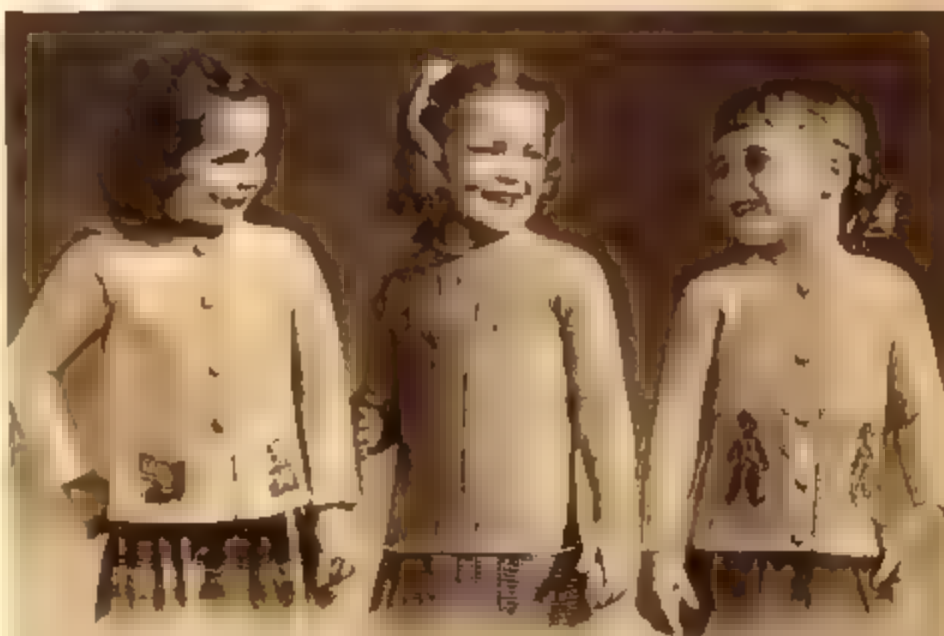
It's so easy to buy all the clothes your children need... all at one time on Sears Easy Payment Plan. It also enables you to buy the best qualities which give the greatest satisfaction and assure greatest economy in the end. See inside back cover

Size Scale for Coats and Sweaters, Sizes 1 to 4

Order size	1	2	3	4
Height in.	30-31	32-34	35-37	38-40 in.
Chest in.	20	21	22	23 in.
Coat length in.	14	17	18	19 in.

Year 'round SWEATERS for sizes 1 to 3

New styles firmly knit of sturdy, top quality yarns



Cotton Sweater \$1.09

Thrift priced coat sweaters in knit of heavyweight cotton softly fleeced inside for added comfort. Has tricky designs on front that little girls admire. Crew neck. Hand wash separately. Sizes 1, 2, 3. Please state size. Shipping weight 6 ounces.

29 17718—Red \$1.09
29 17719—Med. blue 1.09
29 17720—Yellow 1.09

Wool Pullover \$1.59

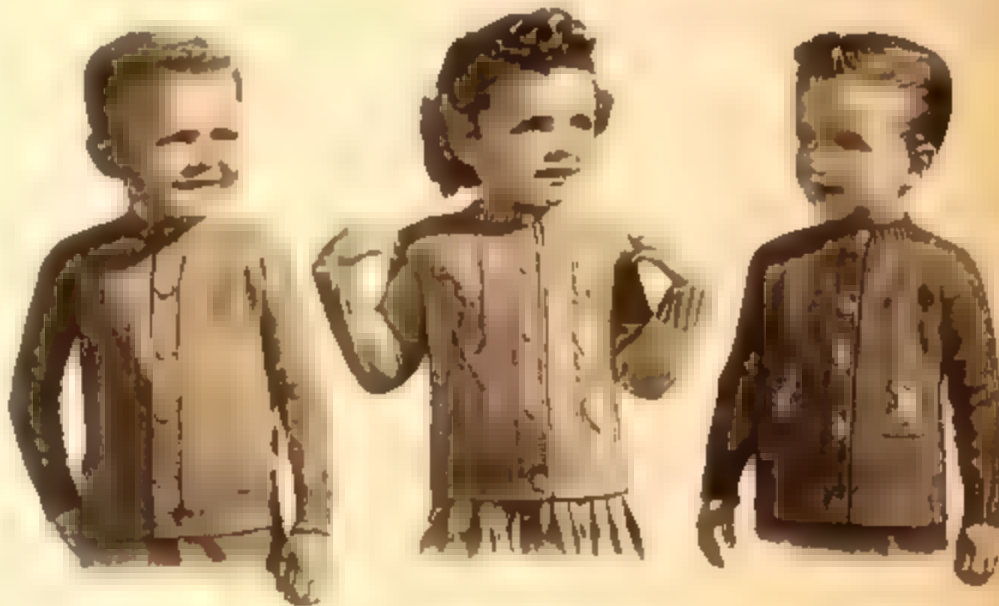
100% virgin wool pullover is an excellent value. Knit of soft fleecy all wool yarns with dainty knit in design on front and snowy white wool trim for contrast. Long rib knit crew neck and cuffs. Hand washable. Sizes 1, 2, 3. State size. Shpg. wt. 6 oz.

29 17721—Lt. blue \$1.59
29 17722—Pink 1.59

Wool Cardigan \$1.98

Jacquard design of little Dutch boys and girls is knit in this attractive all wool cardigan, making it an ideal sweater for girl or boy. Snug-fitting rib knit crew neck, cuffs, bottom. A typical Sears value. Hand washable. Sizes 1, 2, 3. State size. Shipping weight 6 ounces.

29 17723—Pink \$1.98
29 17724—Lt. blue 1.98



Wool Cardigan \$1.98

Boy's or girl's all wool coat sweater is a tip top favorite. Knit of sturdy all wool quality yarns with fancy knit-in pattern on front... warm ribbed knit cuffs and bottom. Snug fitting crew neck. A grand all-occasion style. Hand wash separately. Sizes 1, 2, 3. Please state size. Shipping weight 6 ounces.

29 17725—Med. blue \$1.98
29 17726—Red 1.98

Fine All Wool Embroidered Styles \$2.98 each

Hand embroidered flowers, colorful and dainty, on this lovely dress-up sweater. Our finest style for little girls. Knit of fine quality wool yarns with attractive knit in design on front. Ribbed knit button band... fresh water pearl buttons. Hand wash. Sizes 1, 2, 3. State size. Shipping weight 6 ounces.

29 17727—Lt. blue \$2.98
29 17728—Pink 2.98

Our finest boy's sweater is knit of 100% sepiys wool yarns soft, fleecy and hand washable separately. Boys love that sporty embroidered puppy on its front. Ribbed knit cuffs and button band for warmth and wear. Fine fresh water pearl buttons. Sizes 1, 2, 3. Please state size. Shpg. wt. 6 oz.

29 17729—Med. blue \$2.98
29 17730—Red 2.98

POSSIBLE PAGE 21.. CHILDREN'S WEAR

ughov
\$5.98

HONEYSUCKLE

THE RIGHT WAY
TO SAY

CHILDREN'S
WEAR

OUR HONEYSUCKLE COAT AND HAT SETS

Beautifully tailored in fine
wear-long fabrics with durable
linings . . fine buttons and trims



COTTON PIQUE COAT SETS \$3.98 each

A Boys' double breasted effect coat has notched collar, turned-up cuffs. White buttons. Matching Eton cap. In fine cotton pique; fully cotton lined. Hand washable. Sizes 6 mos., 12 mos., 18 mos. State size. Shipping weight 10 ounces.
2917065—Light blue
2-piece set . . . \$3.98

B Girls' yoke style coat has hand embroidered smocking, raglan sleeves. Beautifully made in fine cotton pique. Matching bonnet. Fully cotton lined. Hand washable. Sizes 6 mos., 12 mos., 18 mos. State size. Shpg. wt. 10 oz.
2917061—Pink
2917064—Light blue
2-piece set . . . \$3.98

ALL WOOL FLANNEL COAT SETS \$4.98 each

C Dainty hand embroidery and cording trim this sweet princess-like coat. Made of 100% wool flannel with matching bonnet. Fully rayon lined. Sizes 6 mos., 12 mos., 18 mos. State size. Shipping weight 14 oz.
2917057—Yellow
2917058—Light blue
2917059—Dusty pink
2-piece set . . . \$4.98

D Expertly tailored double breasted coat has smooth chambray lining with notched collar, 2 flap pockets and matching Eton cap. Excellent wear in the 100% wool flannel. Fully rayon lined. Sizes 6 mos., 12 mos., 18 mos. State size. Shipping weight 14 ounces.
2917060—Medium blue
2-piece set . . . \$4.98

Cute Hats for Boys and Girls

E Cotton pique cap washable. Coordinating trim lined. Sizes 12, 13, 14, 15 in. State size. Shpg. wt. 3 oz.
2917307—Lt. blue 79c
2917308—White 79c

F Embroidered pastel posies on dotted Swiss bonnet. Cotton lined. Hand washable. Sizes 12, 13, 14, 15 in. State size. Shpg. wt. 3 oz.
2917617—White pink
2917618—White blue
Each . . . \$1.19

G Eton cap in fine cotton twill. Elastic back. Lined. Washable. Sizes 13, 14, 15 in. State size. Shpg. wt. 3 oz.
2917559—Lt. blue 79c
2917560—White 79c

H Sunday bonnet in rayon satin, net ribbon trim. Rayon lined. Sizes 13, 14, 15 in. State size. Shipping weight 4 ounces.
2917580—Blue 98c
2917581—Pink 98c
2917584—White 98c

Rugged Cotton Creep-alongs

I "Kwikall" crawler in vat dyed poplin. Sanforized max fabric shrinkage 1%. Dot snappers. Double bib top. Washable. Sizes 6 mos., 12 mos., 18 mos. State size. Shipping weight 7 ounces.
2916606—Blue
2916607—Yellow
Each . . . \$1.29

Striped Cotton Shirt, wash separately. Sizes above. State size. Shpg. wt. 4 oz.
2917733—Med. blue 79c
2917734—Yellow . . . 79c

J Corduroy "Kwikall" crawler with dot snappers, drop seat. Fine brocade on double fabric bib top. Hand wash separately. Sizes 6 mos., 12 mos., 18 mos. State size. Shipping weight 8 ounces.
2916608—Med. blue
2916609—Red
Each . . . \$1.98

Cotton Polo Shirt, Washable. Sizes above. State size. Shipping weight 4 ounces.
2917753—Med. blue 79c
2917754—Yellow . . . 79c



Dress-up Coat and Hat Set in rich rayon crepe

\$5.98
set

- Smooth, finely woven rayon fabric
- Exquisitely made . . yoke back and front
- Fine embroidery, applique, lace trims
- Lace trimmed bonnet; rich rayon lining

Expert needlework and loving care went into the making of this lovely set for baby's christening, visiting, Sunday best. Exquisitely made. Finely detailed. Yoke style coat has becoming wide collar and cuffs, daintily lace edged . . . with a rich sweep of embroidery and applique on front. Matching bonnet has elastic at back. In soft rayon crepe, fully rayon lined. Sizes 6 mos., 12 mos., 18 mos. State size. Shipping weight 14 ounces.
2917061—Light blue . . . \$5.98
2917062—Pink . . . \$5.98

Size Scale for Sizes 6 to 18 mos

Order size	6 mos.	12 mos.	18 mos.
If chest is	18	19	20 in.
If height is	24½-26½	27-29	29½-31½ in.
Dress length is	14	15	16
Coat length is	14½	15½	16½

ALL PAGE 23 . . CHILDREN'S WEAR



E 79c



G 79c



F \$1.19



H 98c



I \$1.29
Crawler

J 79c
Shirt



J \$1.98
Crawler

K 79c
Shirt

INFANTS' GOODS

WHY IT'S SEARS FOR BABY THINGS...

Dainty as baby things look and are, Sears builds quality right into every garment. Quality, to give it the wearing power to hold up under daily washings, ironing and use.

Here you find a big assortment of everything a baby needs at varied prices... but price for price and quality for quality, we believe each to give fullest measure of performance and to be the best value for the money you spend... backed by our guarantee of satisfaction.

HONEYSUCKLE
THE RIGHT WAY
TO SAY
INFANTS' WEAR
AND ACCESSORIES

1. **QUALITY** in cut, fit, fabric, workmanship, add up to the long life of every garment

2. **FABRICS** of choice strong yarns, firmly woven, rigidly tested in our own laboratory for wear

3. **SIZES** scientifically cut with fullness in the right place for easy comfort and long service

4. **STITCHING** in fine gauge, close, even, sturdy... to hold up under daily washings and wear

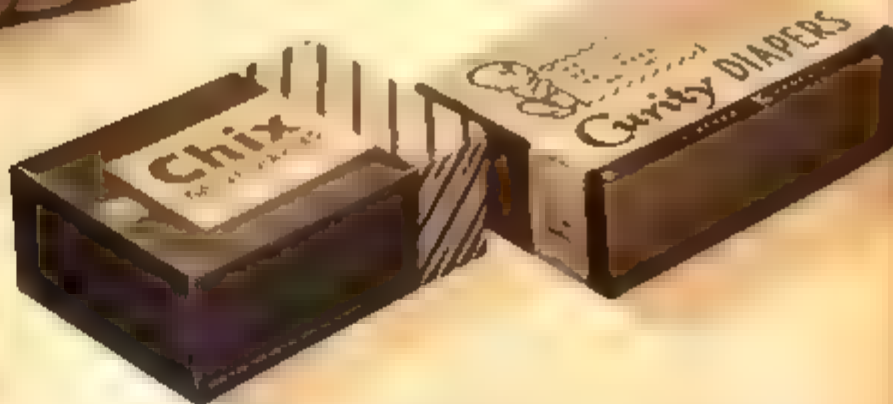
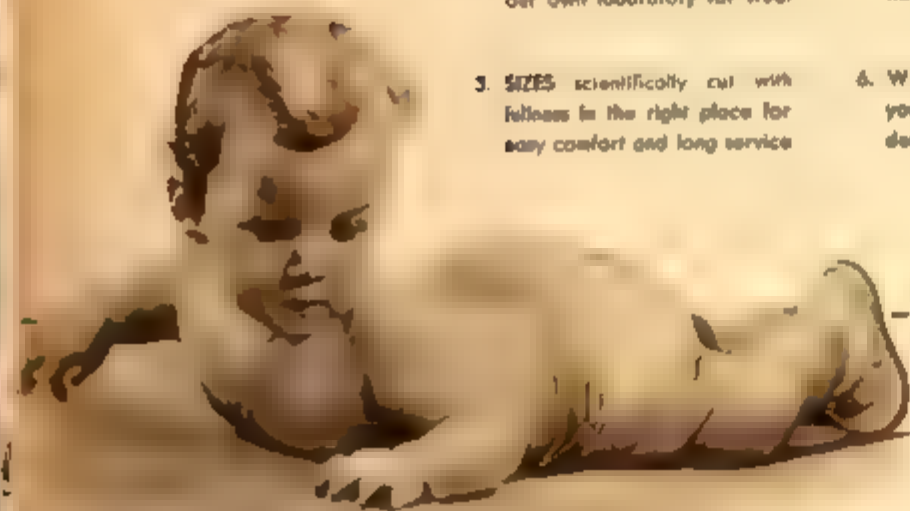
5. **FINISHING** of seams... inside of garment is smooth, even no revealing, no irritating edges

6. **WASHABILITY** is everything you'd expect after the rigid tests demanded by our laboratory

7. **SANITARY** clean, dust-free merchandise... some neatly packaged, many carefully boxed

8. **TRIMS**... the finest and daintiest many hand done... yet all stand up under daily wash, wear

9. **SAVINGS** It is thrifty to shop at Sears by mail because you save time, money and energy



BACK AGAIN!

SEARS HONEYSUCKLE GAUZE DIAPERS

GOOD THRIFT QUALITY 12 for \$2.59

After many seasons Sears famous Honeysuckle gauze diapers are back again. Our good quality is made of double ply cotton to take lots of wear. So light, so soft, they wash in a wink and dry twice as fast as diapers made of other fabrics. Super-absorbent, non-bulky because of their soft open weave. Bleached white to remove impurities. Washable. Cleanly packaged. Size 20x40 inches. Shipping weight 1 pound 14 oz. 29 L 5073—White. 12 for \$2.59

BETTER HEAVIER QUALITY 12 for \$2.98

Our better gauze diapers are woven of surgical-type cotton yarns, with more threads in the square inch to make them withstand countless washings and wear. Heavier, more absorbent, more economical, because they last longer. Washable, dry in a niffy. Superbly soft, light comfy, they fold without a hint of bulk. No seams to rub. Specially bleached. Packaged. Size 20x40 inches. Shipping weight 2 pounds 1 ounce. 29 L 5074—White. 12 for \$2.98

**CHIX GAUZE
DIAPERS**
12 for \$3.50

Nationally known Chix gauze diapers are specially woven in a Birdseye weave for great softness and absorbency. Wonderful comfort for baby, they're light, airy and extra soft next to sensitive skin because they're made of fine surgical-type cotton gauze. A boon to mothers, they're so easy to wash, sweet and clean... dry in record time. Washable. Size 20x40 inches. (Shipping weight 1 pound 14 ounces.) Postpaid. 29 L 5076—White. 12 for \$3.50

**CURITY GAUZE
DIAPERS**
12 for \$3.50

Nationally known brand in gauze diapers, famous for their permanently woven-in fold back. They simplify the making of adjustable panel folds for growing babies. The cotton gauze is in a surgical open weave, perfectly easy washing and quick drying. Very soft and highly absorbent... with no seams to irritate or mark baby's tender skin. Washable. Size 21x40 in. (Shipping weight 1 pound 14 ounces.) Postpaid. 29 L 5077—White. 12 for \$3.50

Shop the Easy, Convenient Way... By Mail of Sears. A boon to busy mothers... you can save time and energy for **SEARS**. Buy the things you need all at one time if you like... buy them the safe, easy money-saving way... at Sears by mail. Sears Store Terms are available. See inside back cover for complete details.

24... SEARS, ROEBUCK AND CO. TOR

Crashable
wipers
12.59

4.29

Selection of
Disposable Di

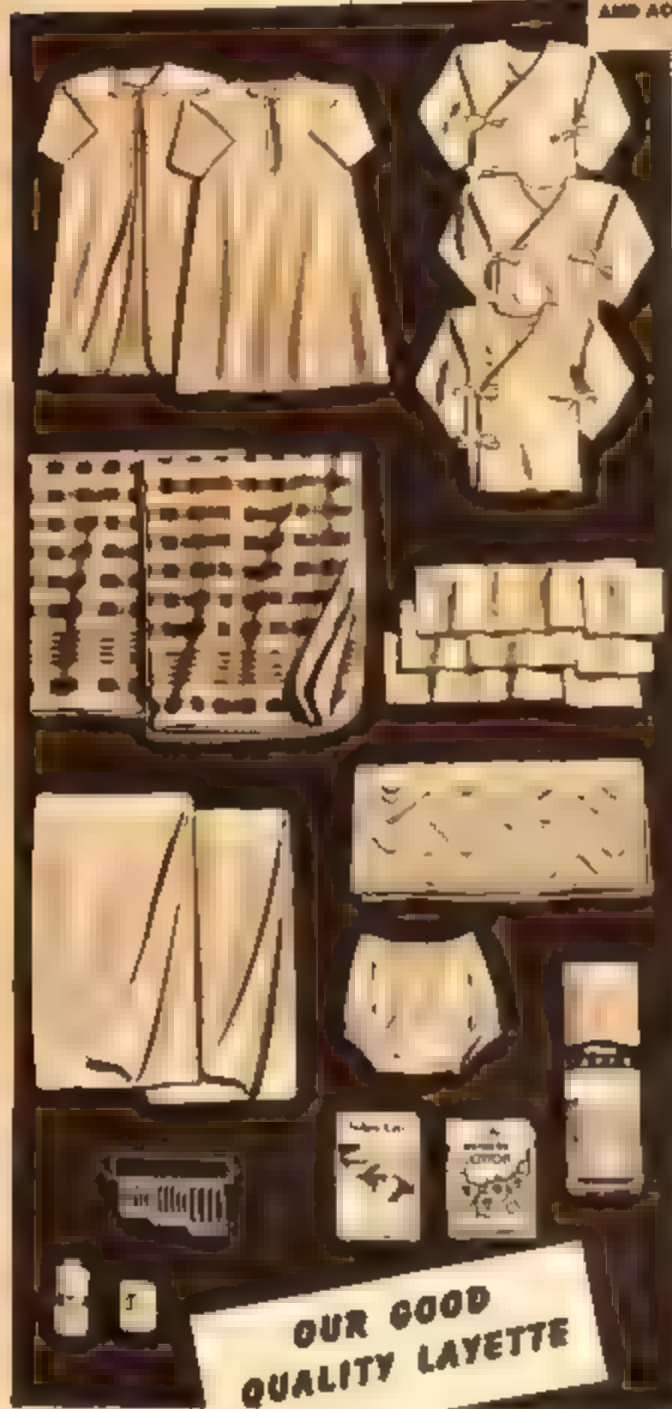
Just! Disposable
in crown brand
in size and in
use rubber with
padding back for
extra comfort.
Postpaid.
Shipping weight 7 lbs. 14
oz. Price up to 12 pieces
\$1.50
12 pieces \$1.50
12 pieces \$1.50

When Honeysuckle
is usually worn
under nappies
Regular size of
size 18 over 5 lbs.
29 L 5155—White
When Honeysuckle
Diapers of 20. Soft
white gauze. White
29 L 5173—White

Q!s! Combed
as different
nappies non-woven
nappies wanted. Wash
even when wet. Just
in case. Size 18
to 24. Size 18 to
24. Size 18 to 24
29 L 5173—White

INFANTS' GOODS

HONEYSPUCKLE
THE RIGHT WAY
TO SAY
INFANTS' WEAR
AND ACCESSORIES



Thrifty 30-piece Layette for baby's first needs

\$8.50

- Each piece is well chosen, well made, neatly finished
- Good quality fabrics with your money's worth of wear

- 12 Diapers, cotton Birdseye, 27x27 inches
- 3 Vests, medium weight knit cotton, Tie side style
- 1 Bib, sturdy flannelette
- 1 Gown, sturdy flannelette, softly napped, good quality
- 1 Wrapper, sturdy flannelette, good quality, softly napped
- 1 Waterproof panty, hand washable
- 2 Cotton Receiving Blankets, 26x34 inches
- 2 Two-Ply Synthetic Rubber waterproof sheets, 18x18 inches
- 1 Quilted Cotton Pad, 15x17 in. Soft, highly absorbent
- 1 Box Absorbent Cotton, 2 ounces
- 1 Box Talcum Powder, 4 ounces
- 1 Cake Castile Soap
- 1 Bunch Safety pins
- Layette White with pink or light blue trim. State of trim. Boxed. Ship. wt 7 lbs.

29 10616—30-piece layette \$8.50

"Infant Care" Booklet is included in each of the layettes without extra charge. Published by Children's Bureau of U.S. Dept. of Labor... and prepared by renowned baby doctors.

26. SEARS, ROEBUCK AND CO. INC.



Sears basic 53-piece Layette Necessities for early months

\$17.95

- Better assortment... finer workmanship... longer wearing fabrics includes full year's subscription to Parents' Magazine (regular Sears price \$2.42)

- 24 Diapers, cotton Birdseye 27x27 in
- 1 Vest, medium weight knit cotton, Tie side style
- 3 Bibs, of soft, warm flannelette
- 2 Wrappers, in warm flannel flannelette
- 2 Gowns, in soft, warm flannelette
- 3 Cotton Receiving Blankets, 26x34 in.
- 1 Waterproof panty, hand washable
- 2 Two-Ply Synthetic Rubber waterproof sheets 18x18 inches
- 2 Quilted Pads, cotton, 17x18 inches. Soft, highly absorbent
- 2 Washcloths, knit cotton, 12x12 in.
- 2 Towels, knit cotton, 16x24 in.
- 1 Box Absorbent Cotton, 2 ounces
- 1 Box Talcum Powder, 4 ounces
- 1 Cake Castile Soap
- 2 Bunches Safety Pins
- 1 Year's Subscription to Parents' Magazine
- 1 Set Mother's Manual baby care booklet
- Layette White with pink or light blue trim. State color of trim. Boxed. Ship. wt 10 lbs.

29 10619—53-piece layette. \$17.95

Sears Easy Terms Available

Mothers the country over find it a great convenience to open a Sears Easy Payment Account. You can buy all the things your baby needs at one time and add new things as you need them. See inside back cover for details.

Deluxe 71-p
includes ever

- Complete set
- Scientifically
- Includes a full

12 Diapers, cotton Birdseye 27x27 inches
3 Vests, medium weight knit cotton, Tie side style
1 Bib, sturdy flannelette
1 Gown, sturdy flannelette, softly napped, good quality
1 Wrapper, sturdy flannelette, good quality, softly napped
1 Waterproof panty, hand washable
2 Cotton Receiving Blankets, 26x34 inches
2 Two-Ply Synthetic Rubber waterproof sheets 18x18 inches
1 Quilted Pad, cotton, 17x18 inches. Soft, highly absorbent
2 Washcloths, knit cotton, 12x12 in.
2 Towels, knit cotton, 16x24 in.
1 Box Absorbent Cotton, 2 ounces
1 Box Talcum Powder, 4 ounces
1 Cake Castile Soap
2 Bunches Safety Pins
1 Year's Subscription to Parents' Magazine
1 Set Mother's Manual baby care booklet
Layette White with pink or light blue trim. State color of trim. Boxed. Ship. wt 10 lbs.
29 10619—53-piece layette. \$17.95

HONEY-SUCKLE
THE RIGHT WAY
TO SAY
INFANTS' WEAR
AND ACCESSORIES

WHY IT'S SEARS FOR LAYETTES

Every item in a Sears Layette is planned. Planned for quality, for wear, for thrift, and most important — every piece is planned to function. You'll not find even our complete De Luxe Layette cluttered up with non-essentials. It is our top Honey-suckle quality, our finest value and your best buy . . . that's why it pays to buy the best. But no matter which Layette you choose, we have planned to give you the full worth of what you spend and save you money. That's why millions of mothers agree . . . "It's Sears for Layettes."

Sears Twin Insurance

Save Twin Insurance with every Layette. Order complete Layette before baby is born. If it's twins or more send us the printed form enclosed in first Layette, with signed statement by your physician or minister, and we will send you an extra Layette or Layettes postpaid.

"Infant Care" Booklet

In all Layettes we include without extra charge a booklet "Infant Care." Published by the Children's Bureau of U. S. Dept. of Labor. Contains new interesting ideas and methods prepared by renowned baby doctors.

**OUR BEST
QUALITY LAYETTE**

\$27.95

\$2.00 monthly
on Sears Easy Terms

Deluxe 71-piece Layette with Blanket Chest . . .
Includes everything a baby needs for his well-being

- Complete assortment • Superior fabrics in strength, texture • Our finest workmanship
- Scientifically cut garments • Smooth seams for comfort, wear • Tiny stitches for strength
- Includes a full year's subscription to Parents' Magazine (regular Sears price \$2.42)

- 24 Diapers, cotton Birdseye, 27 x 27 inches
1 Package, 36 Dennison diaper linings. Absorbent cel-
lylose
4 Vests, knit cotton. Tie side style. Long sleeves
3 Burders of knit cotton, very elastic for support
2 Wrappers of sturdy, sun or sea flannelette, maximum
fabric shrinkage 1 1/2%. Embroidery trim
2 Gowns of sturdy, Sanitized flannelette (maximum
fabric shrinkage 1 1/2%). Embroidery trim
1 Wrapper of soft, medium weight knit cotton
1 Gown of medium weight knit cotton. Drawing
sleeves and collar
4 Receiving Blankets, soft cotton, 26 x 34 inches
1 Cotton Crib Blanket, 36 x 50 in. Rayon satin binding
2 Waterproof Panties. Hand washable
1 Two-Ply Synthetic Rubber waterproof sheet, 18 x 18
inches
1 Two-Ply Synthetic Rubber waterproof sheet, 18 x 27
inches
2 Quilted Pads, cotton, 17 x 18 inches
2 Flannelette Lap Pads, 12 x 14 inches

- 2 Washcloths of soft knit cotton, 12 x 13 inches
2 Towels, knit cotton, 16 x 24 in. Soft, absorbent
1 Sacque of sturdy flannelette
3 Flannel Bibs, double faced. Printed design
2 Pairs long cotton stockings
1 Box Absorbent Cotton 2 ounces
1 Box Baby Powder, 4 ounces
1 Bottle of Baby Oil, 4 ounces
1 Cake Castile Soap
2 Bunches Safety Pins, guarded coils
1 Teething Ring with pretty bells that tinkle
1 Year's Subscription to Parents' Magazine
1 Net Mother-Monster Booklet, complete month-by-
month information on baby care and training
1 Blanket Chest of heavy cardboard, wood reinforced,
covered in gay, new, easy print paper. Clean with damp
cloth. About 23 1/2 inches high, 18 inches wide, 6 1/2
inches deep
Favens . . . with pink or light blue trim
Please order . . . on Sears Easy Terms . . . 70 pound
29 L 0623 71 piece Layette \$27.95



Subscribe to Parents' Magazine

Subscription consists of 12 monthly issues. Read throughout America by mothers and those interested in child welfare. Its articles on child care are written by advisory experts from leading universities and hospitals.

29 L 0709—12 monthly issues . . . \$2.42

PAGE 27 INFANTS' GOODS

INFANTS' GOODS



SEARS VALUE LEADER

Philippine hand embroidered dress \$1.98
Hand made in fine cotton batiste

Trust Sears to offer you this exquisite gift dress
value \$14.95 and it is made by hand.
Pink plisse hand cut, belted, a hip and an skirt front.
Full cut, one puff sleeve. In a fine quality cut in
a soft and hand washable Acetate, nylon and
cotton styles. Every no choice in both styles
have lots of love & style. \$14.95 & more. 12 inch
size range. Page 23. Sears & Roebuck
2916111 White Shpg. wt. 4 oz. 1.00

198



EMBROIDERED BABY DRESSES . . in soft hand washable cottons
daintily made, exquisitely trimmed . . make ideal gifts

Theft Priced **79¢**

A) Infants color style
dress in good quality
has a soft sheer
ton, easily hand wash-
able. Sweetly styled with
fluffy tucks and puffed
pink and blue embroidery
on arms and front.
Stretches & fits well.
ly fitted. An excellent
value at Sears price. Size
6 - new. \$2.99. (see
page 1) Size new. Ship
per 4 in.

2918113 White 200

Cash Value \$1.09

B Dainty embroidered
yoke on an admirably
becoming dress. Made of
better quality cotton
tissue, soft over and dis-
table Cut all and easy
well made. See if
finished. Has cute puff
sleeves and deep gener-
ous hem for lengthening.
Has washable. Suggests
blouse. 12 mos. size made
on page 23. Style 1111.
Selling at 40c
\$2.49 to \$1.50 White \$1.00

Collar Style **\$1.29**

C Embroidered dress with sweet beloning collar and lots of lovely embroidery to add to its beauty. Entirely made of fine quality 100% bal-tic salt hand washable full cut web dress in a full sleeve. **4 blouses 4 blouses**
 Sizes 6-10 12-14
 Main page 13 **4411-100**
 Size wt 4 oz
 29 L 6117-White 3' 29
 29 L 6118-Pink 1.29
 29 L 6119-Blue 1.29

Hand Made \$2.99

[6] Philippine band ex
beautified. Band multi
brown. Fine quality cotton
batiste. Collar and yoke
stylish, no choice. Hand
woven. Sizes 6 to 10
in. in single yard. \$1.50
per yd. Ship wt 4 oz.
29. 6 23 1/2 yd. \$1.50
Hand Made. Very fine
fine handwoven. 100%
Buckram. 100% cotton.
Handwoven. 100% cotton.
Ship wt 4 oz.
29. 6 23 1/2 yd. \$1.50

COTTON SLIPS

Thirty Good Quality 59¢

E Enclosed at in good
condition. Attached for
your study with the
1) and 2) (page 2). Note
the 5th and 4th
2016124 White

Our Better Quality 89¢

Faintly torn and on bindery
 Cassimer; plain better in a
 ny ME in halfter Ruffe bird
 1st Hand want Sides 1/2 in.
 2nd side page 23 State
 War Ship wt 4 oz
 291 0126 White

100

LAVISHLY TRIMMED Dress and Slip Sets

Calvin Embroidery \$1.98 See

C Attractive dress and slip set has a cute ruffle style dress trimmed with lots of ribbons. dry cleaning at Sears retail price. Has puff sleeves and deep, generous hem. Matching slip has the same lovely embroidered design as the dress plus lace edged ruffle belt. In soft sheer fabric washable on hot bathers. Size 8 only. 1 more in stock on page 73. Please enter the Shipping weight 5 pounds 29 x 42x7 White Set \$10.00

Rayon Crepe Party Set \$2.98

H Baby a party of thirteen of
dress and dinner were made
up made and saw that finished
with clarity were a very good
latter best in luxury of the
user insects at your and party
were I picked off with sweat
shirts from that lung a p
age added in good suits
to the rope with strength and
hand was a little some things
more the whole page 23 Note
the 5 p. wt 5 or
296629 Pl. h Set 5208
296629 - Lullaby book Set 296

Lavish Embroidery **\$3.98** Set

D I'm upper-hand made hand
made...
short dress...
made with a...
hand-out-er...
make it...
box here...
you...
Ma...
...
...
...
page 23 State Star Ship. WI.
IN 6130—White... \$3.00

Larger 21 in. Sal. \$3.98

[R] Back Again in fashion now
 a fir long dress or baby
 -striding All Phangor
 e-side of every girl in
 -one dress - lined
 -embroider- al-
 fine ticks Hand color draw
 hand made matching side
 a long eng h in her waist
 coat in blue air sheet lin-
 hand washable Size 6 m
 12 mos see knee scale on bot
 23 Please state via Ship &
 S.O.
 291 4131-White Sm 128

Score Easy Terms are available. See inside back cover for complete information.



28 SEARS, ROEBUCK AND CO. ALL



HONEYSUCKLE
THE SHORT WAY
TO SAY
INFANTS' WEAR
AND ACCESSORIES

ALL VIRGIN WOOL Sweater Sets

Closely knit for comfort, wear

100% VIRGIN WOOL SHAWLS in 3 qualities . . knit of quality yarns . . attractive designs . . deep fringes

Lovely 3-Piece Set \$1.98	Finest 3-Piece Set \$2.98	Our Good Quality \$1.98	Our Better Quality \$2.98	Our Best Quality \$3.79
<p>[A] This all wool sweater set is priced for economy and a year's value. Consists of embroidered sweater, easy up and pair of snug booties. Sweater buttons—high for added comfort. Has attractive knit-in design and snowy white edging all. Dainty bobble trim on pure wool eye wrap. Easy hand washable. One size fits up to 9 months. Shipping weight set 8 ounces.</p> <p>29 L 7783 Light blue \$1.98 29 L 7784 Pink 1.98</p>	<p>[B] Hand embroidered and exquisitely lovely this 3-piece set is knit of finer fluffy all virgin wool yarns. Sweater has sweet hand-embroidery and attractive knit-in design. Fresh water pearl buttons. A dainty touch of white trim on every piece. Rayon satin ribbon on snug fitting top and booties. Hand washable. One size fits up to 9 months. Shipping weight set 8 ounces.</p> <p>29 L 7750 Light blue \$2.98 29 L 7751 Pink 2.98</p>	<p>[C] All wool baby shawl knit of good quality yarns in a popular medium weight pattern. For baby's comfort every season of the year. It is soft, firmly knit and durable for a shawl at this economy price. Comes in pretty novelty designs with all around fringe edge. Hand washable. Size including fringe, abt 36x48 in. Shipping weight 5 ounces.</p> <p>29 L 7540 Light blue \$1.98 29 L 7547 Pink 1.98 29 L 7548 White 1.98</p>	<p>[D] A lovelier shawl for baby. Knit of finer quality all wool sephyr yarns—puff soft, fluffy and easily hand washable. Knit in attractive novelty designs with expensive looking 1 and knotted fringe to top it off. In comfortable medium heavy weight yarns—a practical large size for baby's comfort. Size including fringe abt 46x50 in. Shipping wt. 11 oz.</p> <p>29 L 7540 Light blue \$2.98 29 L 7541 Pink 2.98 29 L 7542 White 2.98</p>	<p>[E] Our finest shawl is first choice for beauty and value. Knit of exquisite all sephyr wool yarns, soft, resilient lovely 1 is extra large size about 50x52 inches in luscious fringe for ample covering. Heavier weight rich woven in patterns and deeper and knotted fringe. Ideal gift for hard-to-please mothers. Hand washable. Shipping weight 14 ounces.</p> <p>29 L 7543 Light blue \$3.79 29 L 7544 Pink 3.79 29 L 7545 White 3.79</p>

SEARS ALL WOOL KNITWEAR is firmly, skillfully knit to fit . . in top quality yarns for wear

Long Cut Wrapper \$1.79	Warm Booties 39¢ pr.	Cozy Moccasins 39¢ pr.	Infants' Beret 59¢	Finer Embroidered Sweater \$1.98
[F] All wool knit wrapper—a wonderful garment for baby's health and comfort. Sweetly styled. It is cut long to give him top to toe warmth. Knit of top quality yarns in an even stock of maximum wear with attractive knit-in novelty design for greater beauty. Two dainty buttons at yoke front. Trim at neck with rayon satin ribbon. Easily hand washable. One size fits up to 9 months. Shipping wt. 5 oz. 29 L 7775—Light blue, . . . \$1.79 29 L 7776—Pink 1.79	[G] All wool booties, novelty knit. White trim. Hand wash. One size fits up to 6 mos. Shipping wt. pr. 3 oz. 29 L 7531—Lt blue Pr 39¢ 29 L 7532—Pink Pr 39¢	[H] All wool moccasins sturdy. White trim. Hand wash. One size fits to 6 mos. Shipping wt. pr. 3 oz. 29 L 7533—Lt blue Pr 39¢ 29 L 7534—Pink Pr 39¢	[J] For boy or girl. All wool snug fitting hand washable. One size fits to 9 mos. Shipping wt. 3 oz. 29 L 7583—Lt blue 59¢ 29 L 7584—Pink 59¢	[M] Hand embroidered rosebuds on our loveliest all wool sweater. Novelty design contrasting trim. Hand wash. One size fits up to 9 mos. Shipping wt. 5 oz. 29 L 7704—Lt blue \$1.98 29 L 7705—Pink 1.98
Heavy Wool Panty 89¢	Embroidered Wool Socks \$1.69	Thrifty Coat Sweater \$1.49		
[K] Knit of heavy all wool yarns, this warmer panty is soft absorbent stretchy and warm. Made to fit well and slip on easily over diapers. Hand washable. One size fits up to 8 mos. Shipping weight 4 ounces. 29 L 7528—White 89¢ 29 L 7529—Pink 89¢ 29 L 7530—Light blue Each 89¢	[L] Adjustable all wool sock—has attractive known yoke design, dainty hand embroidered ribbon trim. Ideal gift soft, fluffy, hand washable. Infants' size only, fits up to 9 mos. Shipping weight 4 oz. 29 L 7730—Light blue \$1.69 29 L 7731—Pink 1.69	[N] Practical collar style—has attractive knit-in design on front—dainty white edge trim on collar. Fluffy knit of all wool yarns, hand washable. One size fits up to 9 mos. Shipping wt. 4 oz. 29 L 7728—Light blue \$1.49 29 L 7729—Pink 1.49		



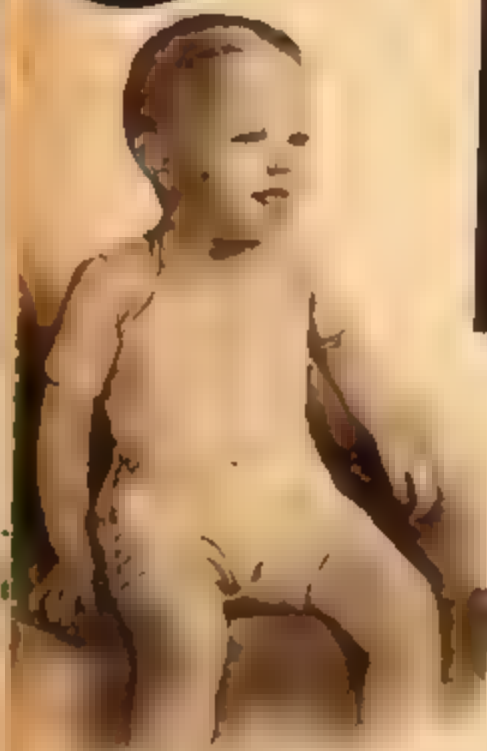
INFANTS' GOODS

HONEYSUCKLE

THE ONLY WAY TO LAST

INFANTS' WEAR AND ACCESSORIES

PREVIEW SELECTIONS



SLEEVELESS VESTS in 3 quality cottons

A GOOD QUALITY SLEEVELESS VEST rib knit washable cotton, medium weight Hemmed Lengths 10, 12, 14, 16 in. State length Shpg. wt. ea. 2 oz. 29 L 5708—White 19c

B OUR BEST SLEEVELESS VEST has new patented neck features—no tabs at bottom. Our softest combed cotton. Washable. Lengths 10, 12, 14, 16 in. State length. Shpg. wt. 2 oz. 29 L 5709—White 39c

OUR GOOD QUALITY

- Soft knit cotton vest
- Comfy medium weight
- Full cut generous sizes

34c

Our economy priced vest knit of sturdy cotton strongly sewn. White Washable Length 10 to 12, 14, 16 in. State length. Shpg. wt. 2 oz.

C Pin-back style 29 L 5715—Long sleeves 34c 29 L 5716—Short sleeves 34c

D Tie-side style 29 L 5722—Long sleeves 34c 29 L 5723—Short sleeves 34c

OUR BETTER QUALITY

- Softer combed cotton vest
- Firmer, more durable knit
- Full cut, smooth even seams

46c

White Washable State length Weights 10, 11, 12, 14, 16 in.

E Step-on style Length 10, 11, 12, 14, 16 in. 29 L 5747—Long sleeves 46c 29 L 5748—Short sleeves 46c

F Pin back style Length 10, 11, 12, 14, 16 in. 29 L 5743—Long sleeves 46c 29 L 5744—Short sleeves 46c

G Tie-side style Length 10, 11, 12, 14 in. 29 L 5745—Long sleeves 46c 29 L 5746—Short sleeves 46c

TWO SPECIALLY DESIGNED cotton vests

H THIS FINE VEST combines all features of tie-side and pin-back styles. Tie-side crosses over and gives double protection. Band on back gives support prevents shirt from riding up. Knit of fine quality combed cotton soft stretchy and washable. Our fine Honeysuckle quality. A Sears typical money saving value. Lengths 10, 12, 14, 16 inches. Please state length. Shipping weight 3 ounces. 29 L 5733—White Long sleeves 59c 29 L 5734—White Short sleeves 59c

J OUR FINEST TIE SIDE VEST has all the value and wear of every vest to make it our Honeysuckle quality. Has the added wearing features of our best pin-back vest (for easy changing with a diaper changing). Strong knit combed cotton. Hemmed. Softly finished bottom. Knit of fine quality combed cotton. With the added weariness. Washable. Lengths 10, 12, 14 inches. Please state length. Shpg. wt. 3 oz. 29 L 5749—White 77c

KNIT MATERNITY BINDERS

SEARS FAMOUS abdominal and lower back binders are knit of soft all combed cotton. The fabric will stretch and give long wear so valuable can be kept as you like. Recommended for superior comfort and gentle support after childbirth.

K Breast Binder Washable Size 34-44 inches Shpg. wt. 6 oz. 29 L 5793—White 77c

L Abdominal Binder Washable 14-38 inches Shpg. wt. 8 oz. 29 L 5794—White 77c

Sears Famous HONEYSUCKLE QUALITY

Two-piece Set

Knit of fine combed cotton

98c

- Firm, fine gauge knit for wear
- Special patented neck opens to slip on... folds over for snug fit
- Reinforced buttons; roomy cut

Shirt and Panty Set, firmly knit of fine quality combed cotton... soft, long-wearing. Specially constructed patented neck for snug slips on easily. Reinforced buttons. Button-on pants have double fabric crotch; band front; elastic back. Washable. Sizes 1, 2, 3, 4. Please state size. Shpg. wt. 6 oz.

29 L 5750—White 2-pc. 98c

Extra Panty only, Shpg. wt. 3 oz.

29 L 5751—White Each 49c

Easy Terms Available

All infants' goods are available on Sears Convenient Easy Terms. See the inside back cover for complete details.

30 SEARS-ROEBUCK BROCKTON

Size Scale for Vests

Order length	10	11	12	14	16
If weight is up to	13	4-16	7-22	23-25	26-30 lbs.



OUR BEST QUALITY

Heavier weight

Expert workmanship. 1, 2, 3, 4, 5, 6, 7, 8, 9, 10, 11, 12, 13, 14, 15, 16, 17, 18, 19, 20, 21, 22, 23, 24, 25, 26, 27, 28, 29, 30, 31, 32, 33, 34, 35, 36, 37, 38, 39, 40, 41, 42, 43, 44, 45, 46, 47, 48, 49, 50, 51, 52, 53, 54, 55, 56, 57, 58, 59, 60, 61, 62, 63, 64, 65, 66, 67, 68, 69, 70, 71, 72, 73, 74, 75, 76, 77, 78, 79, 80, 81, 82, 83, 84, 85, 86, 87, 88, 89, 90, 91, 92, 93, 94, 95, 96, 97, 98, 99, 100.

Style soft combed white. Lengths 10, 11, 12, 14, 16 in. 29 L 5747—Long sleeves 46c 29 L 5748—Short sleeves 46c

BABY BINDERS in

SEARS FAMOUS abdominal and lower back binders are knit of soft all combed cotton. The fabric will stretch and give long wear so valuable can be kept as you like. Recommended for superior comfort and gentle support after childbirth.

K Breast Binder Washable Size 34-44 inches Shpg. wt. 6 oz. 29 L 5793—White 77c

L Abdominal Binder Washable 14-38 inches Shpg. wt. 8 oz. 29 L 5794—White 77c



OUR BEST QUALITY VESTS

Firmer, heavier weight, longer-wearing

Top in value Expert workmanship roomy full cut Washable Lengths 10, 11, 12, 14, 16 inches, size scale on opposite page Please state length. Shpg. wt. ea. 3 oz.

- A** Tie-Side Style soft combed cotton on White 29 L 5729 Long sleeves 55c 29 L 5730 Short sleeves 55c
- B** Slip-on Style soft combed cotton White 29 L 5731 Long sleeves 55c 29 L 5732 Short sleeves 55c
- C** Pin-back style soft combed cotton White 29 L 5737 Long sleeves 55c 29 L 5738 Short sleeves 55c
- A** Tie-Side Style warmer, easier weight 10% wool, 90% combed cotton Cream 29 L 5739 Long sleeves 69c
- B** Slip-on Style warmer, easier weight 10% wool, 90% combed cotton Cream 29 L 5741 Long sleeves 49c

LONG HOSE

in two qualities

- D** Full Length Stockings knit of combed cotton Seamless Washable Sizes 4, 4½, 5, 5½ scale page 18 State size Shpg. wt. pair 2 oz 29 L 5921 White Pair 33c
- E** Better Quality softer sturdier warmer used cotton Smooth seamless Washable Sizes 4, 4½, 5, 5½ scale page 18 State size Shpg. wt. pr 2 oz 29 L 5922 White Pair 33c

KNIT COTTON GOWNS, WRAPPERS

Very well made need no ironing

- F** Grand Wrapper to snugle baby in Good quality knitted cotton Full at 2 tape and Washable infant size only fits up to 6 mos 29 L 5772 White Shpg. wt. 4 oz 79c
- G** Knit Cotton Gown Features with three tape ties Drawing at sleeves and bottom for chills during cool warmth Washable Infant size only fits up to 6 mos 29 L 5741 White Shpg. wt. 4 oz 79c
- H** Cotton Slip-on Gown Has patented neck opening Drawing at sleeves, bottom Washable Infant size only fits up to 6 mos. 29 L 5771 White Shpg. wt. 4 oz 98c

COMBED COTTON

Dressier Styles

- J** PASTEL COLORED knit wrapper Ribbed bows Washable One size fits up to 6 mos Shpg. wt. 4 oz 29 L 5763 Light blue 98c 29 L 5764 Pink 98c
- K** HAND EMBROIDERED knit gown Drawing at sleeves and bottom Washable White Infant size only fits up to 6 mos. Shpg. wt. 4 ounces 29 L 5765 Blue trim \$1.29 29 L 5766 Pink trim 1.39

BABY BINDERS in three qualities

- L** COTTON FLANNELETTE BINDERS, thickly napped for softness. With cut chafe give adequate support Pin-on style Washable Size abt 3x24 in Shpg. wt. 1 oz for 3 29 L 5790 White 3 for 16c
- M** DOUBLE THICKNESS COTTON FLANNELETTE BINDER has both sides napped for extra softness... heavier, longer wearing Tape ties Washable Size abt 3x23 in 29 L 5792 White Shpg. wt. 4 oz for 3 3 for 43c
- N** KNIT DOUBLE FABRIC COTTON abdominal binder is extra firm, gives fine support Soft resilient and wears well Tape ties Washable Size 3x23 in 29 L 5791 White Shpg. wt. 5 oz for 1 3 for 75c

SEARS TRAINING PANTIES firmly knit of sturdy yarns with stretch and wear

- P** THRIFT PRICED cotton panty Double fabric crotch Elastic at waist Washable Sizes 1, 2, 3, 4 State size Shpg. wt. 2 oz 29 L 5780 White 33c
- Q** DOUBLE FABRIC panty in soft knit cotton Well made, yoke front elastic back Washable Sizes 1, 2, 3, 4 State size Shpg. wt. 3 oz 29 L 5783 White 39c
- R** RIBBED KNIT COTTON Yoke style front elastic at back Double fabric crotch Washable Sizes 1, 2, 3, 4 State size Shpg. wt. 2 oz 29 L 5779 White 34c
- S** BOYS STYLE training panty has fly front wide elastic top Good quality knit cotton Washable Sizes 2, 3, 4 State size Shpg. wt. 1 oz 29 L 5774 White 44c
- T** GIRLS KNIT RAYON panty Soft lustrous Elastic waist Double crotch Washable Sizes 1, 2, 3, 4 State size Shipping weight 2 oz 29 L 5785 Flesh pink 34c
- U** PINK DIANE mer- cerized cotton panty Durable, washable, Elastic waist Double crotch Sizes 6 mos - 1, 2, 3, 4 State size Shpg. wt. 3 oz 29 L 5782 White 49c
- X** DEEP DOUBLE PANTY cotton panty Serviceable Elastic at waist Washable Sizes 6 mos - 1, 2, 3, 4 State size Shpg. wt. 3 oz 29 L 5780 White 39c
- Y** DOUBLE FABRIC panel panty Sewed rib knit combed cotton Elastic at waist Washable Sizes 1, 2, 3, 4 State size Shipping weight 3 oz 29 L 5752 White 49c

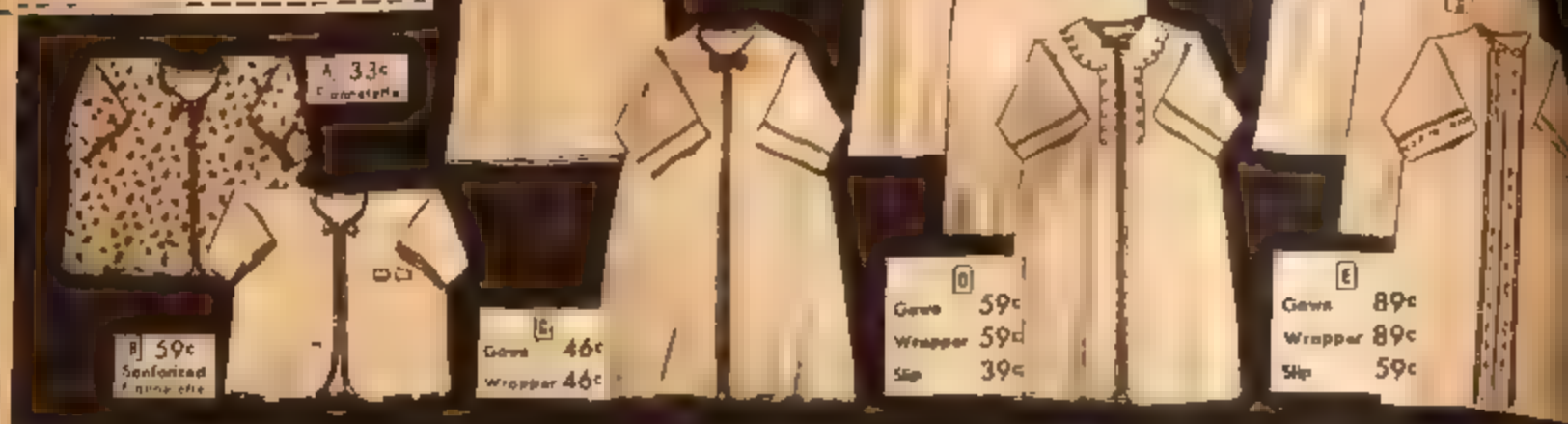
Size Scale for Training Panties

Order size if weight is less than 10	6 mos. 10	12 mos. 15-22	2 23-28½	3 29-32½	4 33-37 lbs.
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HONEYSUCKLE

INFANTS' GOODS



Baby Sacques in Flannelette

- Printed flannelette
- Durable quality
- Finer
- Applique, ribbon trim

A Flannelette sacque in good quality cotton hat wears well. It's soft, colorful and cozy. Comes in at five floral prints, suitable for baby. Well made, neatly finished. Has a dainty ribbon tie at neck. Sweet-looking and practical for everyday wear. Easily washable. Infants wear only fits up to 6 mos. Shipping weight 3 ounces.

B Sanitized flannelette sacque made of soft serviceable quality cotton in an adorable daisy style. Has a dainty ducky applique and uterous rayon satin ribbon trim. Well made and neatly finished. Washable. One size only fits up to 6 mos. Shipping weight 3 ounces.

- OUR GOOD QUALITY
- Soft, warm, medium weight fabric
- Full cut size, neatly finished

C Sears thirty good quality flannelettes are very serviceable. Stand plenty of washings. Dainty wear. Both gown and wrapper are well made, neatly finished, all cut and correctly sized. Both have dainty shell stitching, rayon satin ribbon ties at neck. Washable. One size fits up to 6 mos. Shpg. wt. ea. 1 oz.

Gown
 29 L 3600M White and blue 44c
 29 L 3611M White and pink 44c
Wrapper
 29 L 3667M White and blue 44c
 29 L 3663M White and pink 44c

Sears Fleecy Flannelettes in value-plus qualities

- HEAVIER SANITIZED FLANNELETTE
- Daintily trimmed, roomy cut
- OUR BEST QUALITY
- Heavy, richly napped, Sanitized
- Expertly cut, dainty embroidery

D Sears Sanitized flannelettes made of heavy fleecy flannelette are more durable, longer wearing, well made. Embroidery ribbon trim. Washable. Infants wear only fits up to 6 mos. Shpg. wt. ea. 3 oz.

Gown
 29 L 3613M White blue trim 39c
 29 L 3614M White pink trim 39c
Wrapper
 29 L 3680M White blue trim 39c
 29 L 3681M White pink trim 39c
Slip
 29 L 3682M White blue trim 39c
 29 L 3683M White pink trim 39c

Gown
 29 L 3643M White blue trim 39c
 29 L 3644M White pink trim 39c
Wrapper
 29 L 3695M White blue trim 39c
 29 L 3696M White pink trim 39c
Slip
 29 L 3697M White blue trim 39c
 29 L 3698M White pink trim 39c

There's long life, snug comfort and easy fit in SEARS BABY CLOTHES

F SANITIZED FLANNELETTE keeps a gown max fabric shrinkage 1% warm, heavy weight and richly napped for comfort. Fits down back, easy to change, gives complete protection. 3 size in. Drawstring sleeves for added comfort. Washable. Infants wear fits up to 9 mos. Shipping weight 6 oz.

29 L 3619 White 79c

G INFANTS Robe of cotton blanket cloth, grand & slip on baby bath. Has fully made to be just at ch. Has rayon satin ribbon trim on the collar and pocket. Serviceable style for everyday use. Rayon cord in Washable fine size, fits up to 9 mos. Shipping weight 6 oz.

29 L 3674-BA blue \$1.49
 29 L 3675-Pink 1.49

H IDEAL CHILL-CHASER for baby made of soft fluffy cotton blanket cloth, cozy warm and very washable. Robe has shawl collar, iris applique trim on pocket. Rayon cord in. Matching snug fitting bonnet. Makes a grand gift. Infants wear fits up to 9 mos. Shipping weight 15 oz.

29 L 3987 1c blue \$1.98
 29 L 3998 Pink 1.98

J OUR FINEST ROBE for infants in pinwaile corduroy, warm and very cozy. Expertly tailored beautifully styled to the last detail. Rayon cord in. Hand wash separately. One size fits up to 9 mos. Shipping weight 17 oz.

29 L 3654 1c blue \$2.49
 29 L 3673 Pink 2.49

K RAYON KIMONO MATERNAL SACQUE An adorable gown in smooth washable rayon cord in. Has rayon cord in. Washable. Infants wear fits up to 6 mos. Shpg. wt. ea. 6 oz.

Rayon Kimono
 29 L 3679M blue trim \$1.49
 29 L 3679M Pink trim 1.49
 Rayon Sacque
 29 L 3676M Blue trim 98c
 29 L 3677M Pink trim 98c

L COTTON CREPE GOWN MATERNAL WRAPPER Washable, needing ironing. Convenient at bedtime, dainty ribbon trim. White rayon cord in. Fits up to 6 mos. Shipping weight 3 oz.

Cotton Crepe Gown
 29 L 3690M Blue trim 98c
 29 L 3691M Pink trim 98c
 Cotton Crepe Wrapper
 29 L 3692M Blue trim 98c
 29 L 3693M Pink trim 98c



Reasons why

• Appropriately sized for
 • Heavy PINKED BLANCHET
 • No price for these copies
 • Apple leather with cushion
 • 0 1, 2, 4. Please
 • Long wide pair 6 oz.
 • 1, 2, 4 White

• The VALUE Dainty p
 • When played for room
 • and 4. Full cut inatop.
 • in sturdy leather. Stars 0,
 • in Shpg. wt. pr 6 oz.
 • 98c/98c

When

• Full for adequat

• INSULATED VAMP BLON
 • with plush leather
 • in warm and soft
 • in apple leather. Stars 0,
 • in Shpg. wt. 1
 • 1, 2, 4 White

• INSULATED VAMP BLON
 • with plush leather. Has tun
 • in warm and soft
 • in apple leather. Stars 0,
 • in Shpg. wt. 1
 • 1, 2, 4 White

Determine f
 tool of the



HONEY SUCKLE
THE EIGHTH WAY
TO SATISFY
INFANTS' WEAR
AND ACCESSORIES

Reasons why mothers go to Sears for baby's soft sole "FIRST SHOES"

- Accurately sized for correct fit
- Designed with roomy toes and cushioned heels
- Soft, sturdy quality leathers

A TRIPLE PRICED BLUCHER STYLE A low price for these comfy shoes. In soft, supple leather with cushioned soles. Sizes 0, 1, 2, 3, 4. Please state size. Shipping weight pair 6 oz.
29 L 5837—White.....Pair 98c

B A FINE VALUE Dainty perforated bluchers, shaped for roominess and good fit. Pull cut laces, cushioned soles. Sturdy leather. Sizes 0, 1, 2, 3, 4. State size. Shpg. wt. pr 6 oz.
29 L 5815—White.....Pair \$1.19

C EASY-ON-AND-OFF SHOE opens all the way down to toes. Superbly comfortable. Better quality leather, perforated, scallop trim. Sizes 0, 1, 2, 3, 4. State size. Shpg. wt. pr 6 oz.
29 L 5816—White.....Pair \$1.19

D ROMAN SANDAL STYLE in soft leather cut high in back, fastened with button straps. Cool style for spring and summer. Bow trim. Sizes 0, 1, 2, 3, 4. State size. Shpg. wt. pr 6 oz.
29 L 5817—White.....Pair \$1.29

E ELK TANNED LEATHER BLUCHER STYLE with roomy toe width. Full leather construction for comfort. Soft supple leather. Sizes 0, 1, 2, 3. Please state size. Shipping weight pair 6 oz.
29 L 5811—White.....Pair \$1.29

F LEATHER MOCCASIN-TYPE SHOE has one piece vamp, tongue. Dainty perforations. Extra toe room. Reinforced heel; supple soles. Sizes 0, 1, 2, 3, 4. State size. Shpg. wt. pr 6 oz.
29 L 5833—White.....Pair \$1.29

G DRESSY BOOTERS bunny fur-trimmed for carriage or christening. Ideal gift. Soft leather with quilted rayon with uppers. Sizes 0, 1, 2, 3, 4. State size. Shpg. wt. pair 7 oz.
29 L 5819—White.....Pair \$1.39

H OUR FINEST SOFT SOLE SHOE features reinforced heel counter and top for support. Cushioned sole. Elk-tanned leather washable. Sizes 0, 1, 2, 3, 4. Please state size. Shpg. wt. pr 6 oz.
29 L 5835—White.....Pair \$1.59

When baby starts to crawl and stand, mothers choose Sears CREEPERS

- Built for adequate arch support and toe comfort
- Flexible, action-easy leather soles
- Sturdy, scuff-resisting quality leathers

I PERFORATED VAMP BLUCHER A creeper with pliable leather uppers that withstand lots of scuffing and wear. Sturdy supple leather soles. Sizes 1, 2, 3, 4. State size. Shpg. wt. pr 7 oz.
29 L 5821—White.....Pair \$1.19

K BLUCHER STYLE CREEPER in sturdy supple leather. Has turned-under non-skid sole that adds to its wear. Very well made. Sizes 1, 2, 3, 4. State size. Shipping weight pr. 8 oz.
29 L 5836—White.....Pair \$1.29

L POPULAR T-STRAP SANDAL in a soft, sturdy leather. Dainty perforations, pliable, long wearing leather soles. Sizes 1, 2, 3, 4. Please state size. Shipping weight pair 6 oz.
29 L 5823—White.....Pair \$1.49

M ROOMY MOCCASIN TOE CREEPER in soft, washable leather. Turned-under leather soles won't pull loose... will not skid. Stands lots of wear. Sizes 1, 2, 3, 4. State size. Shpg. wt. pr. 7 oz.
29 L 5834—White.....Pair \$1.49

N "CHUBBY" STYLE rounder feller last gives chubby ankle comfort. Turned-under sole for non-slip safety. In fine elk-tanned leather. Sizes 1, 2, 3, 4. State size. Shpg. wt. pr 7 oz.
29 L 5831—White.....Pair \$1.59

P WASHABLE ELK-TANNED LEATHER in a very well made comfortable blucher style. Non-slip leather creeper sole. Soft, sturdy, long-wearing. Sizes 1, 2, 3, 4. State size. Shpg. wt. pr. 7 oz.
29 L 5824—White.....Pair \$1.98

R INFANTS' "PRE-WALKER" SHOE gives extra firmness and support. plus non-skid soles for safety. In sturdy elk-tanned leather washable. Sizes 1, 2, 3, 4, 5. State size. Shpg. wt. pr 8 oz.
.....Pair \$1.98

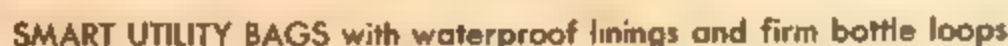
S OUR FINEST SHOE for babies old enough to creep and take first steps. Fine washable elk-tanned leather with firm support. non-slip soles. Sizes 1, 2, 3, 4, 5. State size. Shpg. wt. pr 8 oz.
.....Pair \$2.59

Determine footwear size this way: Using ruler, measure bare foot from back of heel to tip of toe. If between sizes, order next larger size.

Order size: 0 1 2 3 4 5
If foot length in: 3 1/2 or less 3 3/4 4 1/4 4 3/4 4 3/4 5 1/4 in.



INFANTS' GOODS



- ## Baby Care Needs

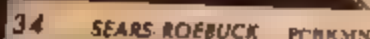
- Prices of Bags described above include 20% Federal Excise Tax.

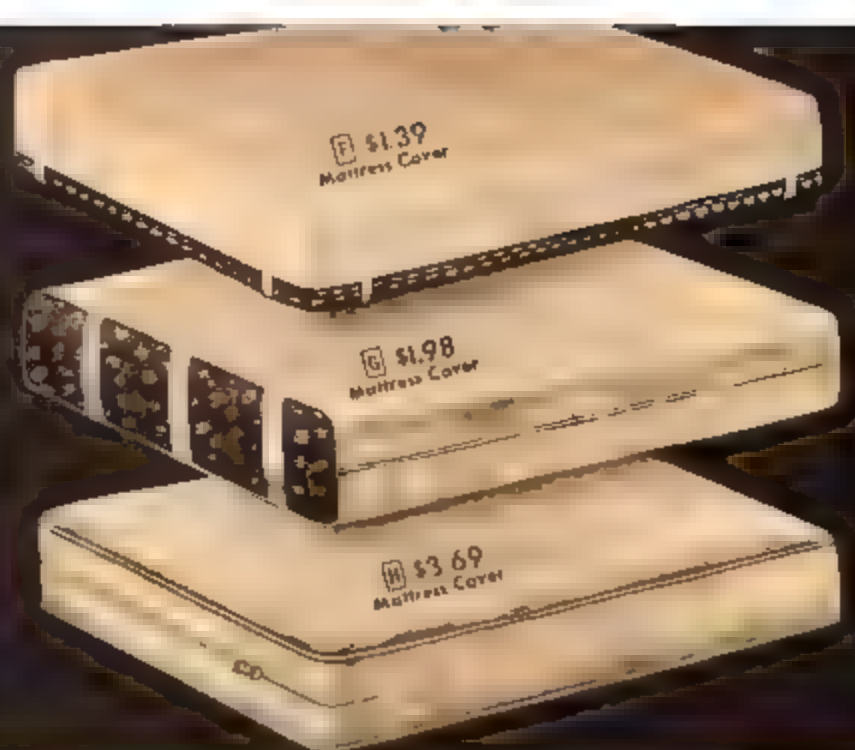
WATERPROOF PANTIES . . . comfortable, full cut, sturdy and hand washable

- | Size Scale for
Waterproof Paints | Order size
If weight : | 3 mo1
49 107 11 | 6 mo1
14 1 | 7 mo1
9 22 | 8 mo1
23.25 1b |
|-------------------------------------|---------------------------|--------------------|---------------|---------------|-------------------|
|-------------------------------------|---------------------------|--------------------|---------------|---------------|-------------------|

Waterproof Lap Pads

- WATERPROOF BLANKET**
with bag and save
on a blanket
today at 50¢ a piece
in 100's of colors in
one to four ft. blanket
covers. Blanket soft
fluffy in both in use and
in storage. No
stained edges in with
any stain. Absolutely
washable. See 2 x 14
in. Shpg. w. 1 lb.
29, 5177 White
2 lb. \$5





WATERPROOF PADS and CRIB SHEETS

A KLEENERT'S PATENTED QUILTED PADS the lightweight, fluffy one-piece rubber-crib pad, but gives baby the real comfort of sleeping on a cloud. Has wonder in resiliency and hand washable, dries in a jiffy in fresh color.

B CLEAR WHITE PLASTIC CRIB SHEETS are supple, fresh looking and light in weight. Keep baby's mattress clean and dry. They are absolutely waterproof. Have metal eyelets for tape, easy hold securely in crib. Hand wash with sudsy cloth.

29L3456-18x18 in. Shpg. wt. 9 oz. 37c
29L3457-18x27 in. Shpg. wt. 11 oz. 73c
29L3458-27x36 in. Shpg. wt. 1 lb. 3 oz. \$1.39

C 2 PLY SYNTHETIC RUBBER CRIB SHEETS, waterproof, washable, white.

29L3570-18x18 in. Shpg. wt. 5 oz. 27c
29L3571-18x27 in. Shpg. wt. 8 oz. 37c
29L3572-27x36 in. Shpg. wt. 14 oz. 73c
29L3569-36x45 in. Shpg. wt. 1 lb. 2 oz. \$1.12
29L3573-36x54 in. Shpg. wt. 1 lb. 6 oz. 1.37

D RUBBER COATED CLOTH CRIB SHEETS, waterproof, sturdy, white, bleachable.

29L3559-18x18 in. Shpg. wt. 4 oz. 33c
29L3560-18x27 in. Shpg. wt. 6 oz. 48c
29L3561-27x36 in. Shpg. wt. 12 oz. 91c
29L3562-36x45 in. Shpg. wt. 1 lb. 4 oz. \$1.47
29L3563-36x54 in. Shpg. wt. 1 lb. 8 oz. 1.79

E SYNTHETIC RUBBER COATED FLANNEL CRIB SHEETS, durable, don't soil, white.

29L3564-18x18 in. Shpg. wt. 4 oz. 33c
29L3565-18x27 in. Shpg. wt. 6 oz. 47c
29L3566-27x36 in. Shpg. wt. 12 oz. 88c
29L3567-36x54 in. Shpg. wt. 1 lb. 8 oz. \$1.49

WATERPROOF MATTRESS COVERS

F PLASTIC CRIB MATTRESS COVER covers top, sides and ends of mattress to give adequate protection. It is very light in weight, easy to put on. Waterproof, resistant to oil, stains and body acids. 1 side straps at corners slip so easily, fluid cover in place. Hand wash size 27x52 inches. Shipping weight 4 ounces.

29L3583-Light blue \$1.39
29L3584-Pink 1.39

G "COVERALL" PLASTIC CRIB MATTRESS COVER, fits well over mattress with straps at each end to hold cover in place. Keeps baby's mattress dry. It is absolutely waterproof. Easy to keep sanitary. It's hand washable. Size 27x52 inches. Shpg. wt. 14 oz.

29L3460-Light blue \$1.98 29L3461-Pink \$1.98

H ZIPPER COVERALL MATTRESS COVER is our finest cover, slips on and off in a jiffy, wears ratcheting well. Made of soft, non-ferrous, plastic, lightweight and completely sanitary. It's waterproof and dustproof. Covers entire mattress top, bottom and sides for complete protection. Keeps baby's bed sweet and dry. Easy to hand wash. Size 29x52 inches. Fits average crib size mattress.

29L3584-Clear white Shpg. wt. 1 lb. 2 oz. \$3.49

QUILTED CRIB PADS

J THIRTY COTTON PADS durable, well-stitched, bleached cotton filling. Washable, white.

29L3430-15x17 in. Shpg. wt. 4 oz. 39c
29L3431-17x18 in. Shpg. wt. 6 oz. 47c
29L3432-17x30 in. Shpg. wt. 8 oz. 79c
29L3433-27x14 in. Shpg. wt. 14 oz. \$1.39
29L3434-34x52 in. Shpg. wt. 1 lb. 13 oz. 2.59

K MUSLIN PADS, sturdier, more absorbent, bleached cotton filled. Washable, white.

29L3446-15x17 in. Shpg. wt. 6 oz. 47c
29L3447-17x18 in. Shpg. wt. 8 oz. 57c
29L3448-17x30 in. Shpg. wt. 13 oz. 97c
29L3438-27x14 in. Shpg. wt. 1 lb. 2 oz. \$1.67
29L3439-34x52 in. Shpg. wt. 2 lbs. 2 oz. 2.99

SLEEPING COMFORTS in flannelette, birdseye cotton and rayon satin

L JACKET STYLE SLEEPING BAG allows plenty of arm freedom and keeps baby covered. Has zipper flap for quick, easy handling of baby. Draw string on sleeves for easy comfort. Tapes tie to crib so it won't slip. One size 54x52 in. fits up to 1 year. In 2 washable fabrics.

M Cuddle Dri SLEEPING BAG in Sanforized flannelette, max fabric shrink 1%, warm, well made, with water repellent lining. Has sleeves for arm freedom. Long zipper in back for quick, easy changing. The flannelette is in an attractive two-color effect - top and sleeves are white, colorful floral print body. Barrel type bottom. Washable. Size 54x52 in. Shpg. wt. 1 lb.

29L3430-Light blue \$2.98
29L3431-Pink 2.98
29L3440-White 2.98
Cotton Birdseye Cloth Shpg. wt. 1 lb.
29L3499-White \$2.98

N RAYON SATIN WATERPROOF SLEEPING BAG, our finest love-

best "Snuggly" sleeping bag in a dream of a beauty. Fashioned of luxurious rayon satin, beautifully quilted for added richness. Has two wonderful features: 1 rayon satin lining with waterproof coating; 2 a cotton felt filled pad that is removable. Ideal for traveling, makes a wonderful gift. Hand wash. One size fits up to 12 mos. Shpg. wt. 2 lbs.

29L3583-Light blue \$5.98
29L3584-Pink 5.98
29L3599-White 5.98

Buy everything your baby needs at one time. Sears Roebuck Terms are available if your order totals \$10.00 or more. See inside back cover for complete details.





VALUES in Receiving Blankets, Crib Sheets, Pillowcases

Firmly woven quality cottons that stand daily washing and wear

AA **THREE PLY RECEIVING BLANKETS** of good quality cotton that will give plenty of service and wear. Soft, sturdy and just the right cozy weight for summer long comfort for baby. Cut in a practical size useful for many other purposes. Easily washable. Size 26x34 inches. Shipping weight each 3 oz.

29 L 3328—Light blue	33c
29 L 3329—Pink	33c
3 for	97c

BB **MEDIUM WEIGHT BLANKET** a good, sturdy receiving blanket at Sears value-giving price. The cotton is soft, fluffy and durable. Fully woven for wash and wear. Neatly finished with finely stitched ends. Easily washable. Size 30x40 inches. Shipping weight 7 ounces.

29 L 3302—Pink	55c
29 L 3303—Light blue	55c
29 L 3304—White	55c

CC **OUR BEST HONEYCOMB QUALITY** cotton receiving blanket is firmly, sturdily woven of long-wearing staple cotton yarns. Soft and comfy in a popular heavyweight. Comes in aquard nursery patterns colorful and attractive. Neatly stitched at ends. Handy use, easily washable. Size 30x40 inches. Shipping weight 10 oz.

29 L 3320—Light blue	83c
29 L 3321—Pink	83c

DD **GOOD QUALITY PEPPERELL** receiving blanket, nationally known Pepperell brand. A practical blanket in soft medium weight cotton in a good serviceable quality with satisfactory wear. Neatly finished at ends. Washable. Size 27x34 inches. Shipping weight 8 ounces.

29 L 3346—Light blue	49c
29 L 3347—Pink	49c
29 L 3348—White	49c

EE **BETTER QUALITY PEPPERELL** receiving blanket is made of stronger longer wearing cotton yarns. A blanket that will stand more daily use. Soft and cozy. The light medium weight for satisfactory comfort. Neatly finished ends. Easily washable. Size 30x40 inches. Shipping weight 9 oz.

29 L 3322—Light blue	59c
29 L 3323—Pink	59c
29 L 3324—White	59c

FF **BEST QUALITY PEPPERELL** jacquard receiving blanket of heavier weight cotton. It pays to buy the best because it is sturdier, more durable for longer wash and wear. Strongly neatly stitched ends, in attractive assorted nursery patterns suitable for baby. Washable. Size 30x40 inches. Shipping weight 10 ounces.

29 L 3349—Light blue	89c
29 L 3349—Pink	89c

GG **COTTON SHEET BLANKETS**, finely woven, solidly napped. See also b. blankets or bed sheets. Washable. White. Size 36x54 in. Shipping weight 7 oz.

29 L 3305—Size 36x54 in.	44c
29 L 3306—Size 42x70 in.	\$1.17

HH **COTTON KNIT Crib SHEET** easy to wash, never needs ironing. Its elasticity shrugs no wrinkles. Neatly finished with 1 1/2 in. hem. Washable. Size 45x72 in. Shipping weight 11 oz.

29 L 3414—White	\$1.29
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JJ **THRIFT QUALITY COTTON** crib sheet, durable. Hem-stitched. Washable. White. Size 36x54 in. (before hemming) Shipping weight 6 oz.

29 L 3407—36x54 in. (before hemming)	83c
29 L 3408—42x72 in. (before hemming)	83c
29 L 3409—42x72 in. (before hemming)	83c

KK **THRIFT QUALITY PILLOWCASE** a washable cotton Hemstitched. Size 28x21 in. before hemming. Shipping weight 3 oz.

29 L 3409—White	33c
29 L 3410—White	33c
29 L 3411—White	33c

LL **EMBROIDERED COTTON** Pillowcase for crib or carriage. Hemstitched. Washable. Size 28x21 in. before hemming. Shipping weight 3 ounces.

29 L 3404—White	59c
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For Crib or Carriage

Descriptions of items shown on opposite page

A **FINE CHENILLE Crib SPREAD** in pretty multi-colored nursery design. Sturdy sheeting covered with soft cotton chenille. easy to keep fresh. Washable, needs no ironing. Size about 40x60 inches. Shpg. wt. 1 lb. 4 oz.

29 L 3350—Multicolor	\$2.79
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B **OUR FINEST CHENILLE SPREAD** is softer, more thickly tufted with fine quality cotton chenille. In attractive busy pattern. The cotton backing is sturdy long-wearing. Washable. Size about 40x60 in. Shpg. wt. 1 lb. 8 oz.

29 L 3351—Light blue	\$3.79
29 L 3352—Pink	\$3.79

C **RAYON SATIN COMFORTER AND PILLOW SET** is rich-looking. Comforter filling is 100% new wool. Pillow filling, 5% wool, 95% long staple cotton. Boxed. Comforter size about 34x46 in. Shpg. wt. net 2 lbs. 4 oz.

29 L 3387—Pink and light blue reversible	\$4.99
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D **COTTON Crib BLANKET** with neatly stitched edges. Well napped for extra softness. In pretty assorted jacquard patterns. Washable. Size 36x50 in. Shpg. wt. 1 lb.

29 L 3308—Pink	\$1.29
29 L 3307—Light blue	\$1.29

E **PEPPERELL Crib BLANKET** medium weight cotton serviceable quality. Assorted in extra 3-inch rayon satin binding. Washable. Size 36x50 in. Shpg. wt. 1 lb. 8 oz.

29 L 3314—Light blue	\$1.98
29 L 3317—Pink	\$1.98

F **COTTON Crib BLANKET** an extra fine value because it is extra heavy weight cotton, nursery prints on one side all white on other. and cut extra wide for tucking in. Rich looking 3-inch rayon satin binding. Washable. Bound size about 38x50 inches. Shipping weight 1 lb. 11 oz.

29 L 3380—Pink	\$2.29
29 L 3381—Light blue	\$2.29

G **HEAVY WEIGHT PEPPERELL COTTON** jacquard blanket closely woven. Wide rayon satin binding. Assorted prints. Washable. Size 36x50 in. Shipping weight 2 lbs.

29 L 3325—Light blue	\$2.79
29 L 3326—Pink	\$2.79

H **PEPPERELL'S "DEEPDOWN" COTTON Crib BLANKET** in rich permanently woven jacquard patterns. Exquisitely soft, closely woven for wear. Wide rayon satin binding. Assorted designs. Washable. Size 36x50 in. Shpg. wt. 1 lb.

29 L 3353—Light blue	\$2.29
29 L 3354—Pink	\$2.29
29 L 3355—White	\$2.29

I **OUR FINEST COTTON JACQUARD Crib BLANKET** in double woven, warm, durable and long-wearing. Woven in designs, 6-inch rayon satin binding. Washable. Size 36x50 inches. Shipping weight 3 pound 14 ounces.

29 L 3312—Pink	\$2.89
29 L 3311—Light blue	\$2.89

K **WARMER 25% Wool, 25% Rayon, 50% Cotton Crib BLANKET** in two sizes. Wide rayon satin binding.

Size 36x50 in.	Shpg. wt. 1 lb. 8 oz.	Size 40x60 in.	Shpg. wt. 2 lbs.
29 L 3395—Light blue	\$2.89	29 L 3380—Light blue	\$3.98
29 L 3396—Pink	2.89	29 L 3381—Pink	3.98
29 L 3397—White	2.89	29 L 3382—White	3.98

L **100% WOOL BLANKET** our finest and warmest crib blanket. Fully woven of fine quality all wool yarns. Soft, fluffy, superbly comfortable. Luxurious wide rayon satin binding. Ideal gift. Washable. (Choose of two sizes)

Size 36 x 50 in. Shpg. wt. 3 lb. 7 oz.	29 L 3393—Pink	\$4.29	29 L 3386—Light blue	\$4.29
Size 40 x 60 in. Shpg. wt. 2 lbs. 4 oz.	29 L 3383—Light blue	\$3.98	29 L 3384—Pink	\$3.98

M **COTTON NET CARRIAGE AND Crib CANOPY** strong, durable. easy to wash, no ironing. Ships on easily. Washable.

N **CRIB OR CARRIAGE PILLOW** covered with gay nursery print cotton in bright assorted patterns. Filled with clean white cotton. Size 12x16 in. Shipping weight 1 lb.

29 L 3474—Light blue	59c
29 L 3473—Pink	59c

O **SATEEN COVERED Crib PILLOW** is reversible. Filled with soft, new kapok. Size 12x16 in. Shpg. wt. 14 oz.

29 L 3476—Pink and light blue reversible	73c
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P **OUR FINEST BABY PILLOW** is covered with luxurious rayon satin. quilted on one side, plain on the other. Filled with new kapok. Size 12x16 in. Shpg. wt. 14 oz.

29 L 3404—Light blue	\$1.98
29 L 3405—Pink	\$1.98

Q **PILLOW COVER** in fine quality sheer cotton for baby's bed or carriage. Dainty embroidery in lovely assorted designs. Washable. Size 12x16 in. Shipping weight 3 oz.

29 L 3472—Pink	63c
29 L 3471—Light blue	63c
29 L 3470—White	Each

R **DUCKY BLANKET** Clips keep baby completely covered. Adorable design, mandatory they be packaged in a cute box suitable for trinkets. One size only. Shpg. wt. 7 oz.

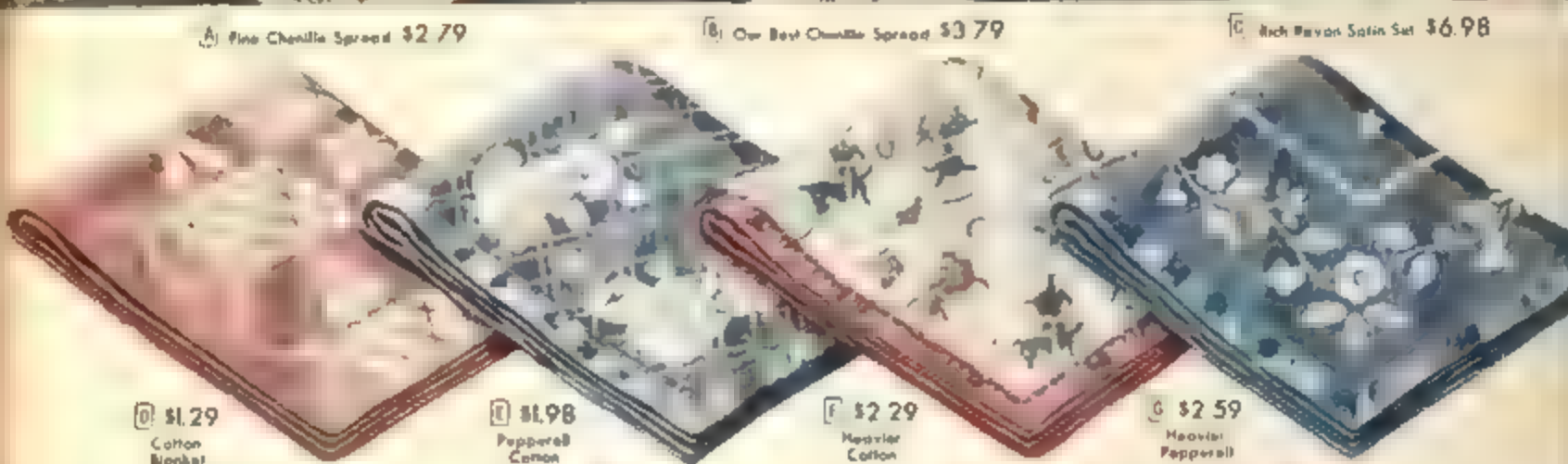
29 L 3271—Light blue	29 L 3272—Pink	89c
29 L 3270—Ivory	Each	

ears packs **QUALITY** into lovely things for Baby

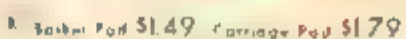
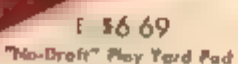
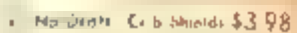
HONEYSUCKLE

INFANTS' GOODS

Fine fabrics and yarns . close, sturdy weaves . colors that stay . trims that wash, in
beautiful Bedspreads . soft, warm Blankets . . attractive Carriage Sets and Accessories



FELT-FILLED HONEYSUCKLE PADS . . water-resistant



For descriptions of items shown above, see opposite page

38 . . SEARS ROEBUCK AND CO. N^o 21

[illegible]

stair

covers... easy to clean

Description of merchandise on opposite page

A WATER RESISTANT PLAY YARD PAD Nursery print cotton, reversible. Double quilting gives footing for baby... keeps cotton felt filling in place. Reinforced corners. Tape ties. Assorted prints. Clean with damp cloth. Size about 40x40 inches. Shpg. wt. 3 lbs. 6 oz. 29L5521-Pink \$3.69 29L5520-Lt. blue \$3.69

B HIGH CHAIR PAD keeps baby comfy while he eats. Bright and pretty too, it's covered with nursery print cotton, water-resistant, cleans with damp cloth. Softly tufted back, sides and seat. Cotton lined. Covers chair. Assorted prints. Shpg. wt. 2 lbs. 9 oz. 29L5595-Lt. blue \$1.49 29L5596-Pink \$1.49

C "A B C" DESIGN PLAY PEN PAD... wonderfully comfortable, helps teach baby his "A B C's." Matches chair pad described below. Has water-resistant cotton cover, cleans easily with damp cloth. Reversible. Cotton felt filled. Size about 40x40 inches. Shipping wt. 3 lbs. 6 oz. 29L5493M-Light blue 29L5494M-Pink 29L5495M-Bright red Each \$4.49

D "A B C" DESIGN HI-CHAIR PAD matches play pen pad. Keeps baby amused... and supremely comfortable because it's lined with 55% cotton felt, 35% foam rubber for added softness. Water-resistant cotton cover cleans with damp cloth. Shpg. wt. 2 lbs. 10 oz. 29L5496M-Pink 29L5497M-Lt. blue 29L5498M-Bright red Each \$2.19

E "NO-DRAFT" PLAY PEN PAD for indoors or outdoors. Keeps baby's toys in, dust out drafts away. Assorted nursery prints. Water-resistant cotton... cleans with damp cloth. Thick cotton felt padding, quilted for safety. Covers bottom and four sides of play pen. Tape ties. Size 40x40 in. Shpg. wt. 3 lbs. 29L5525-Pink \$6.69 29L5524-Lt. blue \$6.69

F 3-PIECE "NO BANGS" CRIB SET... keeps baby safe, warm when he sleeps. Protects him from bumps, drafts. Ties securely to crib. Cotton felt filled covered with water-repellent cotton. Reversible. Clean with damp cloth. Shipping weight 3 pounds 6 ounces. 29L5500-Lt. blue \$2.49 29L5501-Pink \$2.49

G QUILTED COTTON CREEPS "NO-DRAFT" CRIB Shields keep out drafts... soft and comfy when baby rolls. They fit both sides of crib, held by tape ties. Cotton felt filled. Washable. Shipping weight \$8 oz. 29L5454-Pink \$2.98 29L5453-Lt. blue \$2.98

H RUFFLED BASKET LINING of soft, cotton crinkle crepe... dresses up baby's basket. Easy to keep clean. Pad not included. Washable on ring. Size 15x27 in. Shpg. wt. 6 oz. 29L5451-Pink \$1.98 29L5452-Lt. blue \$1.98

I COTTON CRINKLE CREEPS BASKET SET includes... and removable pad... keeps baby's basket fresh, dry and spot washable. No ironing. Pad size 15x27 in. Shpg. wt. 2 lbs. 6 oz. 29L5455-Floral design on white \$3.98

J BASKET PAD cotton felt filled, water-resistant cover, assorted prints. Cleans with damp cloth. Size 15x27 in. Shpg. wt. 2 lbs. 29L5490-Pink \$1.49 29L5491-Lt. blue \$1.49

K CARRIAGE PAD not shown. 15x30 in. Wt. 3 lbs. 29L5488-Pink \$1.79 29L5489-Lt. blue \$1.79

L HINGED CARRIAGE PAD can be used in stroller as a privacy screen or in full-sized carriage. Cotton felt covered with water-resistant cotton in assorted nursery designs. Cleans with damp cloth. Size about 16x34 inches. Shipping weight 4 lbs. 6 oz. 29L5486-Med. blue \$2.79 29L5487-Pink \$2.79

M THE DO-ALL 3-PC HIGH CHAIR PAD SET a big favorite... he thick, quilted barrel back and wing sides keep baby comfy. A safety felt holds him in place. Thumb catches hold keeps him clean. Water-resistant cotton cleans with damp cloth. Pad lined with cotton felt. Shipping weight 2 pounds 9 oz. 29L5485-Bright red 29L5486-Light blue 29L5490-Pink Each set \$2.49

N WALKER PAD a new comfort accessory for baby... gives him comfortable seating and back rest, many hours of use. Lined and shaped to fit walker. Tape ties hold securely. Cotton lining, water-resistant cotton cover. Cleans with damp cloth. Shpg. wt. 14 oz. 29L5568-Light blue nursery print \$1.09

TOILET SEAT PADS... cotton felt filled, water-resistant cotton. Ties to seat. Assorted nursery prints. Clean with damp cloth.

P Washable back rest Shipping weight 11 oz. 29L5535-Pink 79c 29L5534-Med. blue 79c

R Washable back rest Shipping weight 9 oz. 29L5587-Med. blue 49c 29L5588-Pink 49c



Sears Easy Aids for baby's everyday comfort

AA PRINTED FLANNELTIE BIB in prett. assorted floral designs. 100% cotton, soft color. Washable. Sold in set of 3. Size 12x18 in. Shipping weight 3 oz. 29L5220-Prints 3 for 29c

BB PLASTIC CREEP CATCHER Bib of transparent plastic. Strong durable. Waterproof. Sanitary. Hand wash in warm water. Size 11x18 in. Shpg. wt. 3 oz. 29L5223-Pink 17c 29L5224-Light blue 17c

CC COLORFUL APPLIED BIB in white cotton terry cloth. Contrasting shell edge trim. Tape ties. Washable. Size 10x12 in. Shipping weight 3 ounces. 29L5228-Light blue trim 23c 29L5229-Pink trim 23c

DD LARGER CREEP CATCHER Bib gives baby more protection. Shapes at top like a dress, tape ties a arms. Keep bib from slipping. Made of strong fabric plastic. Waterproof. Hand wash. Size 17x33 in. Shpg. wt. 3 oz. 29L5203-Lt. blue 39c 29L5204-Pink 39c

EE WOVEN TERRY CLOTH BATH SET of white terry cloth. Includes: She, stretch trim 4-pc. sets of bib, size 10x10 in. trim size 2x30 in. 2 wash. cloth size 10x10 in. Shipping weight set 10 oz. 29L5267-Blue trim Set \$1.59 29L5268-Pink trim Set \$1.59

FF COTTON TERRY CLOTH TOWELS and washcloths. White absorbent size 5x7 in. 7-piece set. 10x10 in. Shpg. wt. 5 oz. 29L5255-Blue trim 39c 29L5256-Pink trim 39c

Towel 24x36 in. Shipping wt. 8 oz. 29L5257-Blue trim 98c 29L5258-Pink trim 98c

Towel 36x36 in. Shpg. wt. 10 oz. 29L5259-Blue trim \$1.39 29L5260-Pink trim 1.39

Washcloth 9x9 in. Shpg. wt. 3 oz. 29L5247-Blue trim 2 for 25c 29L5248-Pink trim 2 for 25c

GG KITT COTTON TOWELS Bath Blanket. Washcloth. shell stitch trim. White. Towel. 18x27 in. Shpg. wt. 4 oz. 29L5233-Blue trim 49c 29L5234-Pink trim 49c

Towel 20x40 in. Shpg. wt. 5 oz. 29L5237-Blue trim 79c 29L5238-Pink trim 79c

Bath Blanket 26x40 in. Wt. 7 oz. 29L5239-Blue trim 98c 29L5240-Pink trim 98c

Washcloth 9x9 in. Shpg. wt. 3 oz. 29L5233-Blue trim 2 for 25c 29L5234-Pink trim 2 for 25c

JJ BABY'S EAR CONFORMER trains baby's ears to lie flat. Made of fine imported English cotton. Both narrow, symmetrical with a res in back or adjustable fit. Size: medium, large. Size: size. Washable. Shpg. wt. 1 oz. 29L5276-White 47c

KK PLASTIC SHAMPOO GUARD keeps soap water out of baby's eyes. Rubber fitting fits any hat size. Hand wash. Wt. 2 oz. 29L5277-Opaque white 32c

LL COTTON WEB SAFETY HARNESS with leader strap. Strong. wears well. Washable. One size. Shpg. wt. 8 oz. 29L5273-Blue 89c 29L5274-Pink 89c

MM LEATHER SAFETY STRAP with leader. Good quality leather. One size. Shpg. wt. 11 oz. 29L5269-Light tan 89c

First Quality Leather Strap One size. Shpg. wt. 11 oz. 29L5265-Light tan \$1.39

NN COTTON WEB PLAY REINS, sturdy long wearing washable. One size. Shpg. wt. 5 oz. 29L5211-Light blue 39c 29L5212-Pink 39c

PP INFANT'S SLEEPING HARNESS has padded safety buckles. Allows natural swinging. Chafe resistant. No con webbing. Washable. One size. adjustable up to 2 yrs. Wt. 5 oz. 29L5261-White \$1.25

Remember baby things can be bought on Sears Easy Terms. See inside back cover for details.



Our very best for your Baby . . . Honeysuckle Cribs . . . Safety non-poisonous golden maple or waxed birch finish . . . Toe-touch drop sides . . . lock safety

LUXURY QUALITY HONEYSUCKLE CRIB. Crib, Spring
Fit for a little king. Attractive full length end panels help prevent drafts. **\$41.95**
Rounded corners no sharp edges. Ad- Crib
justable four position metal spring may be lowered, raised, or tilted for baby's comfort. Convenient toe-touch release, on both drop sides with automatic safety catch. Smooth gliding casters. Sturdy hard wood construction in safe non-poisonous golden maple or waxed birch finish. Gay decoration. Overall size 54x30 in. Sides 26 in. high. *State finish*
1 LM 8347—Crib and Spring. Shpg. wt. 77 lbs. \$41.95
1 LM 8484—Crib, Spring, and 1 LM 8701 Innerspring Mattress on page 43 Shpg. wt. 96 lbs. \$119.95

BOTH SIDES DROP—have toe-touch release and automatic safety catch. Extra convenience for mother and safe comfort for baby. 4-position link fabric spring may be tilted for baby's comfort. . . adjusted as baby grows. Attractive full end panels with colored balls. Sturdily built of durable hardwood, finished in non-poisonous golden maple or waxed birch for baby's safety. Easy gliding casters allow crib to be moved quietly from one room to another. Overall size 54x30 in. Sides are 26 in. high. *State finish*
1 LM 8374—Crib, Spring. Shpg. wt. 68 lbs. \$34.95
1 LM 8483—Crib, Spring, and 1 LM 8749 Innerspring Mattress on page 43. Shpg. wt. 92 lbs. \$119.95

SWING-DROP SIDE with toe-touch release. Press lever with foot, and side releases quickly. Automatic safety catch. Four position adjustable metal spring may be raised, lowered, or tilted for baby's safety and comfort. Full end panels protect baby from drafts. Sturdy hardwood in safe non-poisonous golden maple or waxed birch finish. Ends have attractive scalloped edges, pastel colored balls and gay decal trim. Overall size is 54x30 in. Sides are 26 in. high. *State finish*
1 LM 8311—Crib, Spring. Shpg. wt. 59 lbs. \$29.95
1 LM 8484—Crib, Spring, and 1 LM 8710—Innerspring Mattress on page 43 Shpg. wt. 80 lbs. \$41.63

Articles on this page shipped freight or express from stock unless otherwise stated. Cribs and youth beds partially assembled. Easy to set up.



Roomy Chiffonade

Keep all of baby's clothes in one convenient place. Four drawers, 11x15 in. Roomy wardrobe compartment 11x15 1/2x33 in. Hanger rod. Overall size 36x16x41 in. Sturdy hardwood, maple finish. Pay charges from factory near Milan, Ind. Shpg. wt. 65 lbs.
1 LM 8799F—Chiffonade \$29.95

LOW PRICED YOUTH BED of golden maple finished hardwood. Rust-resistant link fabric springs. Smooth rolling casters. 11 in. panels on ends. Removable guard rails. 40 in. long. Inside size 63x31 in. Head ht. 37 3/4 in. Foot ht. 27 3/4 in. Shpg. wt. 50 lbs.
1 LM 8304—Bed, Spring \$21.95
1 LM 8414—Bed, Spring, and 77-coil Innerspring Mattress shown at right 1 LM 8781 Shpg. wt. 80 lbs. \$34.45

OUR FINEST HARDWOOD YOUTH BED. Non-poisonous golden maple finish. Metal fabric springs. Inside size 66x33 in. Head ht. 38 in., foot ht. 28 3/4 in. Full end panels. Side rails 13 in. high, can be removed as child grows older. Shpg. wt. 70 lbs.
1 LM 8334—Bed, Spring \$29.95
1 LM 8487—Bed, Spring and 96-coil Innerspring Mattress shown at right 1 LM 8755 Shpg. wt. 105 lbs. \$47.95

A 77-COIL INNERSPRING YOUTH BED MATTRESS to give your child proper sleeping support and comfort. Button tufts. Woven striped ticking cover, filled with layers of 100% cotton felt. Jute pad insulator surrounds the coil springs. Size 63x79 1/2 in. Shpg. wt. 30 lbs.
1 LM 8281 \$12.95
1 LM 8282 Same as above, but 96-coil springs. Size 66x73 in. Shpg. wt. 55 lbs. \$14.95

B OUR FINEST 77-COIL IN INNERSPRING YOUTH BED MATTRESS. Pyroxylin-coated moisture resistant, tuftless ticking. Taped edges. Layers of 100% cotton felt and rubberized fiber insulator surround resilient coil springs. Size 63x79 1/2 in. Shpg. wt. 30 lbs.
1 LM 8254 \$14.81
1 LM 8255 Same as above but with 96 coil springs. Overall size 66x73 inches. Shpg. weight 35 lbs. \$18.15

Hardwood Youth Beds for growing tots . . . Mattresses to fit

Thrift-priced non-poisonous fir

CRIBS CH
and secure \$2
adjustable \$3
Full ends \$4
solidly sanded hard
wood golden map
or waxed birch. Sides are 26
in. high. Shpg. wt. 68
lbs. \$34.95
1 LM 8374—Crib, Spring, and 1 LM 8749 Innerspring Mattress on page 43 Shpg. wt. 92 lbs. \$119.95
1 LM 8483—Crib, Spring, and 1 LM 8710—Innerspring Mattress on page 43 Shpg. wt. 80 lbs. \$41.63



Comfortable B

PACKED BANGERS with 70 lbs. in provide comfort for your baby. 1 in. thick with non-slip surface. Easy rolling. A new baby with a complete set of 12. Height 3 3/4 in. Shpg. wt. 13 lbs. \$1.95
1 LM 8254 \$14.81
1 LM 8255 Same as above but with 96 coil springs. Overall size 66x73 inches. Shpg. weight 35 lbs. \$18.15

**Safe smooth-riding Honeysuckle Carriages . .
Weather-resistant covers . . easy to handle**



Free-acting front wheels handle easily



Double-action two-wheel foot brake



Duchesne gear spring for riding comfort



\$37.95
Cash
\$4 DOWN
ON TERMS

**Thrift-priced Honeysuckle Cribs . . .
non-poisonous finish . . . Toe-touch drop side**

BUDGET PRICED CRIB Crib Spring
Drop sides lock securely 3-position adjustable metal spring Full end panels Smoothly sanded hardwood in safe non-poisonous golden maple finish Overall size 54x30 in. Sides are 26 in. high. Freight or express. Shpg. wt. 60 lbs.
1 LM 8338 Crib and Spring \$26.85
1 LM 8483 Crib Spring and 1 LM 8233 layer felted cotton Mattress shown on page 17 Shpg. wt. 76 lbs. \$34.85
1 LM 8493 Crib, Spring, and 1 LM 8299 Innerspring Mattress shown on page 43 Shipping weight 79 lbs. \$35.95

LOW PRICED CRIB Sale Crib Spring
restful comfort for baby \$18.85
Sturdy spindles on each side of end panels are closely spaced Toe-touch release on single drop side Trip-release with foot and side drops instantly Made of durable hardwood, finished in non-poisonous golden maple Overall size 54x30 in. Sides 26 in. high Shipped freight or express. Shpg. wt. 54 lbs.
1 LM 8335 Crib and spring \$18.85
1 LM 8487 Crib and 1 LM 8236 mattress on page 42 Shpg. wt. 66 lbs. \$23.95

Cribs and Bassinets are shipped partially assembled . . . easy to set up



Comfortable Bassinets for Baby's first bed

BUDGET PRICED BASSINET with closely spaced spindles to provide comfort and protection for your baby Made of sturdy hardwood, with non-poisonous golden maple finish. Easy rolling casters allow you to move baby without disturbing his slumber Complete unit with wood slat support included Inside size 34 1/2 x 19 in. Height 11 1/4 in. Sides are 17 in. high Shpg. wt. 15 lbs. Mailable
1 L 08330 Bassinet \$7.95
1 L 08496 Bassinet and 1 L 08230 pad shown on page 42 Shipping weight 20 lbs. Mailable \$9.95

LUXURY QUALITY BASSINET with full end panels help protect baby from drafts. Durable hardwood construction in safe non-poisonous golden maple finish Steel-link spring supports mattress Nursery decoration Smooth rolling casters Inside size 33 1/2 x 17 1/4 inches Overall height 34 1/4 inches Sides are 13 1/2 inches high Shipping weight 21 lbs.
1 L 08317 Bassinet Mailable \$10.95
1 L 08481 Bassinet and 1 L 08202 innerspring pad shown on page 42 Shpg. wt. 28 lbs. Mailable \$15.95

Deluxe . . front wheels swivel, turn without lifting

BUILT FOR BABY'S COMFORT . . Duchesne gear absorbs shocks, provides smooth riding Posture seat adjusts to three positions. Heavily padded sides and rails. Weather and wrinkle-resistant rubberized cloth cover in dark blue or gray Moisture resistant pyramin-coated lining Extension pouch gives more room as baby grows Adjustable 4-bow hood with sunshield Built-in draft shield and extra storm shield **EASY TO HANDLE** free-acting front wheels give tough steering control Double action foot brake locks rear wheels Rear wheels 10" front wheels 8 1/2 in. 1 1/4 in. rubber tires Collapsible steel frame, aluminum painted Chrome plated handle and bumper Size 36 1/2 x 16 x 19 in.
1 LM 8342—State color Shipped freight or express Shpg. wt. 58 lbs. \$37.95



Smart Princess Style

A Easy riding comfort for baby Shock absorbing Duchesne gear Removable wind-resistant 4-bow hood with sun visor Heavily padded rail Body and hood of weather and wrinkle-resistant artificial leather in dark blue or gray Back rest Foot well Chrome plated handle Locking two-wheel brake Foot extension pouch Collapsible 10-in. wheels 1 1/4 in. rubber tires Size 17 1/2 x 15 1/2 x 33 in. Shipped freight or express Shpg. wt. 43 lbs.
1 LM 8533 State color \$21.95

B Low priced collapsible carriage Body and hood covered with dark blue artificial leather Retains flexibility in warm or cool weather Resists moisture Adjustable 3-bow hood Front wheel brake Tubular enameled pusher Gray enameled trailer 8 in. wheels with 1/2 in. rubber tires Size 16 x 9 1/2 x 35 1/4 in. Shpg. Shipped freight or express.
1 LM 8528 Shpg. wt. 28 lbs. \$10.95



Comfortable Carriage Pads

C PYROXYLIN coated cotton filled, taped edges 31 1/2 x 15 in. Mailable
1 L 08279 Shpg. wt. 3 lbs. \$1.89
D RINGED PAD, pyroxylin-coated, cotton filled Taped edges. Size 31 1/2 x 16 in. Mailable
1 L 08276 Shpg. wt. 4 lbs. \$7.49
1 L 08294 Twin size same as above. 32 1/2 x 24 in. Shpg. wt. 7 lbs. \$3.85
E LUXURY COMFORT INNERSPRING PAD resilient tempered steel coils. Layers of cotton felt padding In e pad inductor Size 32 x 5 in. Mailable
1 L 08203 Shpg. wt. 5 lbs. \$3.49



Honeysuckle Mattresses for Cribs and Bassinets . . . buoyantly soft, yet properly firm for Baby's growing body . . . Attractive long-wearing covers . . . economy prices

- Filled with 100% layer felted cotton
- Tucking preventsumping of filling
- Closely woven juvenile pattern sheeting

Firm buoyant sleeping comfort for baby. Uniformly tufted with deep cotton tufts to prevent shifting orumping of filling. Covered in attractive juvenile pattern, closely woven cotton sheeting. Bassinet pad seams are double stitched on inside for strength. Pad measures 33x18 in. Crib mattress has durable taped edges. Measurements are 52x28 in.

1 L 08200—Bassinet pad. Shpg. wt. 5 lbs. . . . \$2.95
1 L M 8224—Crib size. Shpg. wt. 14 lbs. . . . 3.48

- Moisture resistant pyroxylin coated cover
- 100% layer felted cotton filling
- Fiberboard center for firmer support

Better sleeping comfort for baby. Fiberboard center assures a smooth level sleeping surface. Tuftless pink or blue juvenile pattern cover. Long lasting taped edges. Bassinet pad size is 35x20 in. Crib size crib mattress 46x24 in. Full size crib mattress is 52x28 in. Please state color.

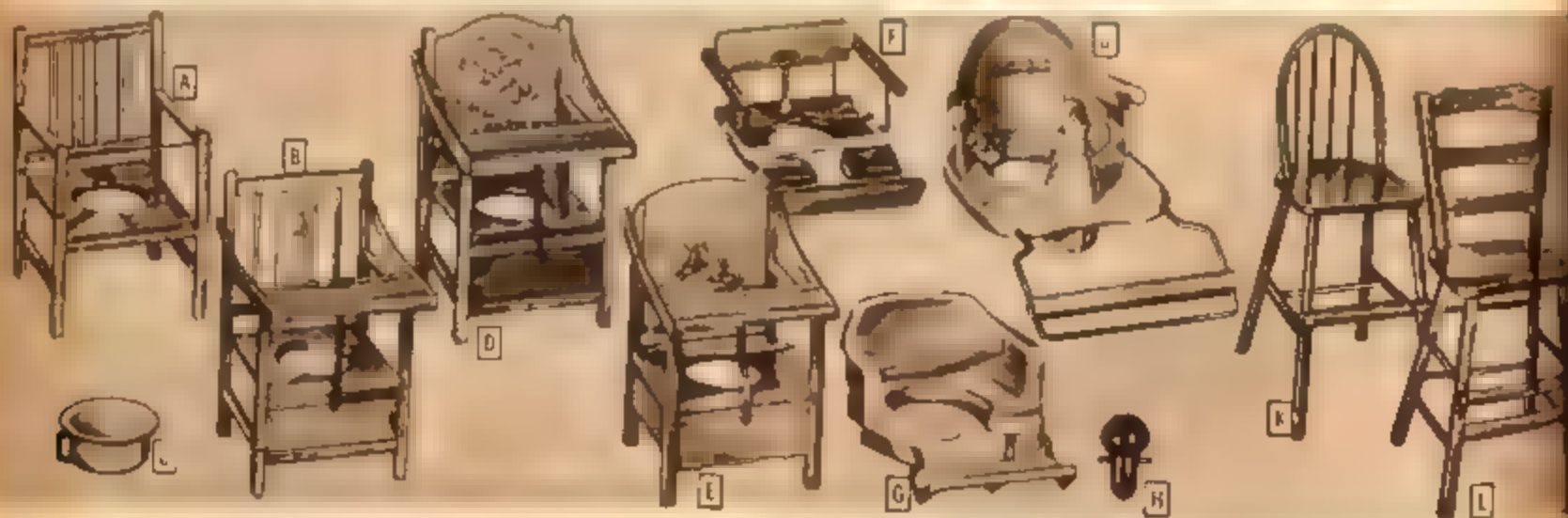
1 L 08290—Bassinet pad. Shpg. wt. 7 lbs. . . . \$3.49
1 L 08239—Crib size. Shpg. wt. 14 lbs. . . . 6.95
1 L M 8233—Full Crib size. Shpg. wt. 16 lbs. . . . 8.95

- Tempered steel coil springs for comfort
- Layer of felted cotton with jute pad insulator
- Pyroxylin-coated cover is moisture resistant

Luxuriously comfortable inner-spring mattress, built to give your baby proper sleeping support. Steel coil springs surrounded by soft layer felted cotton with jute pad insulator. Pyroxylin-coated juvenile pattern cover can be cleaned with a damp cloth. Bound edges. Screened air ventilators. Bassinet size is 18x34 inches. Crib size is 52x28 in.

1 L 08202—Bassinet size. Shpg. wt. 8 lbs. . . . \$4.98
1 L M 8204—Crib size. Shpg. wt. 19 lbs. . . . 9.95

Crib mattresses shipped freight or express. Bassinet pads and 3/4 crib mattresses available. For correct size, measure spring. Full size Crib Mattresses fit cribs with inside measurements 52 in. to 53 in. long, 28 in. to 29 in. wide. 3/4 size mattresses fit cribs with inside measurements 44 in. to 47 1/2 in. long, 24 in. to 25 in. wide. Bassinet pads fit bassinets with inside 33 in. to 36 in. long, 18 in. to 20 in. wide.



Sturdy Honeysuckle Nursery Chairs and Training Seats help form good habits

- A** NATURAL FINISHED CABINETWOOD NURSERY CHAIR. Easy to keep clean. Safety strap. Seat is 10 1/2 x 11 1/2 in. Height 20 in.
1 L 08787—Chair only. Shpg. wt. 7 lb. Mailable. . . . \$2.79
1 L 08785—Chair, vessel. Shpg. wt. 8 lbs. . . . 3.25
- B** NATURAL FINISHED HANDWOOD NURSERY CHAIR. Overhead ray beads. Seat 10x11 in. Height 20 in. Mailable.
1 L 08732—Chair only. Shpg. wt. 12 lb. Mailable. . . . \$3.79
1 L 08742—Shpg. weight 12 lb. Mailable. . . . 4.95
- C** WHITE ENAMELWARE SEAT. Diameter 7 1/2 inches.
1 L 08742—Shpg. weight 12 lb. Mailable. . . . 4.95
- D** HANDWOOD NURSERY CHAIR. Waxed birch finish. Full panel back. Seat 10 1/2 x 11 1/2 in. Overall height 20 1/2 in. Mailable.
1 L 08735—Chair only. Shpg. weight 8 lbs. . . . \$4.98
1 L 08787—Chair vessel. Shpg. weight 9 lbs. . . . 5.19
- E** OUR FINEST NURSERY CHAIR of golden maple or waxed birch. Polished hardwood. Full panel back. Height 20 in. Overall height 20 1/2 in. Mailable. Chair Ansh.
1 L 08764—Chair only. Shpg. weight 10 lbs. . . . \$5.79
1 L 08769—Chair vessel. Shpg. weight 10 lbs. . . . 6.19

- F** LOW PRICED FOLDING TRAINER. Safety strap. Hardwood golden maple or white enamel finish. Adjustable footrest. Seat 11x9 1/2 in. Back ht 3 1/2 in. Shpg. wt. 5 lbs.
1 L 08784—Nursery Trainer. State finish. Mailable. . . . \$2.45
1 L 08780—Same as above but without footrest. State finish. Shpg. weight 4 lbs. Mailable. . . . \$1.89
- G** CURVED BACK, WHITE PLASTIC NURSERY SEAT. Adjustable footrest. Seat 10 1/2 x 9 in. Height 5 1/2 in.
1 L 08790—Shpg. weight 1 lb. Mailable. . . . \$3.95
- H** DEFLECTOR for boys. Made of sanitary rubber.
1 L 08717—Shpg. weight 6 oz. Mailable. . . . 47c
- J** HANDWOOD NURSERY SEAT. Attractive duck deflector keeps feet and hands occupied. Curved back. Blue color water resistant finish. Adjustable footrest. Safety strap. Seat 11x10 in. Back height 5 1/2 in.
1 L 08767—Shpg. wt. 3 lbs. Mailable. . . . \$4.49
1 L 08766—Same as above, no footrest or armrests. Back ht 4 in. Shpg. weight 2 lbs. Mailable. . . . \$3.49

- K** YOUTH CHAIR. with curved back and footrest. Widespread legs for safety. Resistant. Hardwood in waxed birch or golden maple finish. Seat 13 1/2 x 14 in. Overall height 34 1/2 in. Height of seat from floor 20 1/2 in. Shipped freight or express. Shpg. weight 9 lbs. Please state finish wanted.
1 L M 8717—Chair. . . . \$5.95
- L** LARGER STANDARD YOUTH CHAIR with seven durable leg stretchers. Seat 15x13 1/2 inches. Height of seat from floor 21 1/2 inches. Overall height 37 1/2 inches. Ladder back. Made of sturdy hardwood in golden maple or waxed birch finish. Widespread legs resistant tilting. Shipped freight or express. Shpg. wt. 11 lbs. Please state finish.
1 L M 8760—Youth chair. . . . \$7.49

Our firm
firmly

As tempered steel coil
resistant to ventilate
Heavy reinforced box
layers of felt 100% felt
and surround flexib
restoring support a
waterproof cover J
in coated to rest
easily with a damp c
minimize the wear tha
the size is 52x28 in
shipping weight 21 lbs

with dual comfort or
resistant at all
shd. via prime
and on your
new, sitting by
x safety strap
lets standing up
if it was
woodward,
the Clarendon
the way Sta
the Ansh. we
the same as abo
with is 10 inches
the
\$5.49

HONEYSUCKLE

THE RIGHT WAY
TO BUY
JUVENILE
FURNITURE

HOW TO BUY

JUVENILE
FURNITURE

Our finest Honeysuckle Innerspring Crib Mattresses for Baby's better comfort . . .
firmly built with taped edges . . . durable moisture-resistant tuftless covers

- 63 tempered steel coil springs
- Screened air ventilators
- Heavy reinforced border frame

Thick layers of soft 100% felted cotton over jute pad insulator surround flexible steel coils, for baby's proper sleeping support and comfort. Smooth tuftless sanitary ticking cover has juvenile pattern and is pyroxylin coated to resist moisture. Cleans quickly and easily with a damp cloth. Durable taped edges made to take the wear that many turnings and cleanings give. Size is 52x28 inches.

1 LM 8216—Shipping weight 31 lbs.

\$11.95

- 98 tempered steel coil springs
- Rubberized fiber insulator
- Moisture resistant tuftless cover

Constructed for the comfort your baby needs and the firm support you want his growing body to have. Exactly like a fine adult size mattress, with a strong border frame and 98 coils of tempered steel. Well-insulated and padded with layers of 100% felted cotton and rubberized fiber. Gay juvenile pattern cover is pyroxylin coated. Taped edges. Screened air ventilators. Size 52x28 in.

1 LM 8249—Shipping weight 26 lbs.

\$14.95

- 98 tempered steel coil springs
- Fluffy layers of lamb's wool padding
- Screened air ventilators on sides

As comfortable as Mother's arms. Soft layers of lamb's wool hold baby gently, firmly for more restful sleeping comfort. Flexible rubberized hair insulator around 98 coil innerspring unit. Pyroxylin coated moisture resistant cover has juvenile pattern. Tuftless construction. Strong border frame prevents shifting orumping of filling. Four convenient handles for easy lifting. Size is 52x28 in.

1 LM 8301—Shipping weight 19 lbs.

\$18.95

All items listed on this page shipped freight or express from stock



Safe, Comfortable . . . Tilt-resistant Honeysuckle High Chairs . . .

Sturdy high chair comfort for your growing child at an easy to afford low price. Widespread legs have four stretchers, resist tipping by active child. Safety strap prevents baby standing up or slipping out of seat. Smoothly sanded hardwood in non-poisonous waxed birch finish. Convenient overhead style tray. Safety cushion decoration on shaped back. Seat is 15x13 1/4 in. Overall height is 39 inches. Shipping weight 13 lbs.

1 LM 8740

\$5.49

Low priced panel back high chair with built in tea area that make this chair a real value. Stain-resistant finish makes tray easy to clean. No ray cracks or crevices to catch and hold dust or dirt. Safety strap keeps baby from falling or slipping out of seat. Movable seat may be adjusted to fit baby's growth. Made of hardwood, finished in safe non-poisonous golden maple or waxed birch finish. Roomy seat is 15x13 1/4 in. Overall height is 38 1/4 in. Shipping weight 20 lbs. State finish.

1 LM 8759

\$8.85

Full panel back high chair. Comfortable draft resistant support for baby. Adjustable 3-position tray in stain resistant. Footrest may be adjusted as baby grows. Safety strap prevents baby standing up. Widespread legs resist tilting and have seven sturdy leg stretchers. Durable hardwood construction in safe non-poisonous golden maple or waxed birch finish. Roomy seat is 15x13 1/4 in. Overall height is 39 1/4 in. Shipping weight 25 lbs. State finish.

1 LM 8761

\$12.85

Deluxe high chair, with padded back, sides and seat for baby's comfort. Removable cushions covered in red art. fabric. Leather clean easily with damp cloth. 3 pos. on deep adjustable plastic tray resists nicks and scratches. Adjustable footrest. Hardwood in non-poisonous golden maple or waxed birch finish. Seat 15 1/4 x 11 1/4 in. Hi 38 in. State finish.

1 LM 8753—Chair cushion

\$15.95

1 LM 8731—Chair only with

\$11.95

Deluxe two-way high chair . . . Between meals, chair may be converted to low safe play table. Inquisitive hands and wandering feet are safely out of mischief between meal-times. Colored beads decoration. Drop 7 in on table holds toys. Saves bending for mother. 3-position adjustable plastic tray resists nicks and scratches. Adjustable footrest. Red artificial leather cushion on back and sides may be cleaned in a second with damp cloth. Safe non-poisonous golden maple or waxed birch finished hardwood. Safety strap prevents baby standing up in chair. Seat 14 1/2 x 11 1/4 in. Overall hi 38 1/4 in. Play table top is 9x15 inches. Shipping wt 31 lbs and 29 lbs. Please state finish.

1 LM 8792—Chair with cushion

\$19.95

1 LM 8765—Chair only

\$14.95

It's convenient to buy Baby's needs on Sears Easy Terms

For details see inside back cover

PAGE 43 JUVENILE FURNITURE

FOR A CONTENTED BABY

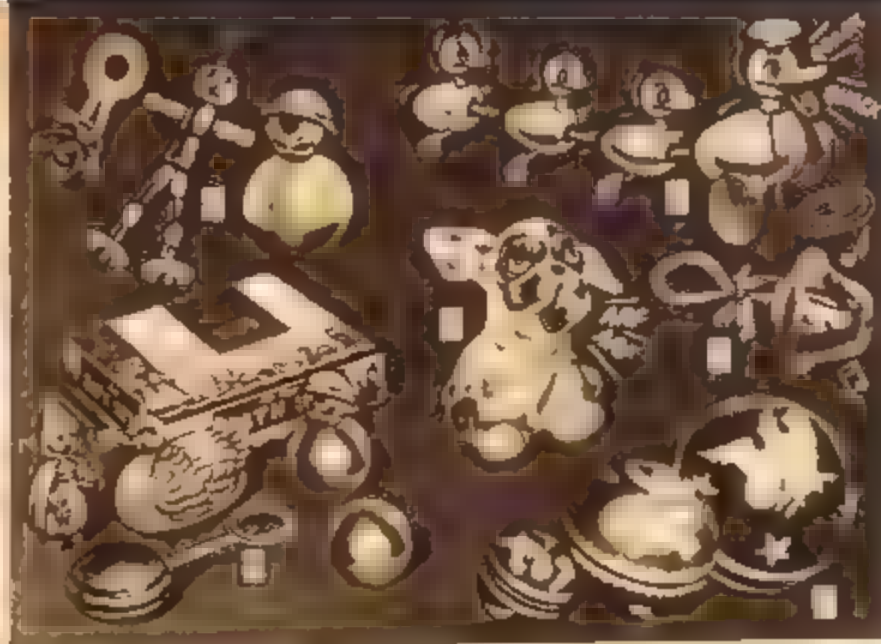
NURSERY NEEDS



Fun!...Cradle Bounce Exerciser easy to attach to crib or pen

A fascinating, new toy, designed to amuse the little ones and permit them to release their boundless energy. Strengthens tiny muscles by exercise... keeps baby happily occupied, giving Mother more free time. Cotton stuffed ball, about 5 1/2 in. long, is covered with coated fabric in eye-appealing colors. Wipe it clean with a damp cloth. Hangs from cord with two jingling, shiny metal bells. Plastic-covered coil spring makes it bounce. Natural finish wood clamp for attaching to crib or play pen.

49 L 4438 - Shpg. wt. 1 lb. 10 oz. \$1.79



Colorful, durable Toys to entertain the little ones

A COLORFUL 3-PC. TOY SET: Plastic teether with kiki klak plastic roly poly about 4 in. high wood bean doll with plastic discs, about 7 in.

49 L 4437 - Shpg. wt. 12 oz. Set 97c

B COLORFUL 5-PC. PLASTIC GIFT SET: Floating duck, ball, roly poly doll and rattle. Sizes range from ball 2 1/2 in. diam. to rattle 7 1/2 in. long.

49 L 4437 - Shpg. wt. 1 lb. 3 oz. Set \$1.29

C FLEXIBLE, SYNTHETIC RUBBER POOCHIE WHISTLES: when squeezed to delight baby. About 5 1/4 inches high. Attractively colored.

49 L 4409 - Shipping wt. 6 oz. 63c

D QUACKY DUCK FAMILY: waddles as pulled along. Mama "quacks." Four brightly colored wood bodies, soft beaks. 13 in. long overall.

49 L 4430 - Shpg. wt. 1 lb. \$1.17

E MUSICAL PLASTIC RATTLE: makes tinkling sound when baby shakes it. 6 1/2 inches long. Baby colors.

49 L 4426 - Shipping wt. 6 oz. 49c

F BOUNCING INFLATED BALLS: made of 1/2 natural and 1/2 synthetic rubber. Assorted colors, designs.

49 L 4467 - 3 in. size Shpg. wt. 6 oz. 29c

49 L 4469 - 5 in. size Shpg. wt. 6 oz. 69c

49 L 4470 - 6 in. size Shpg. wt. 1 lb. 89c

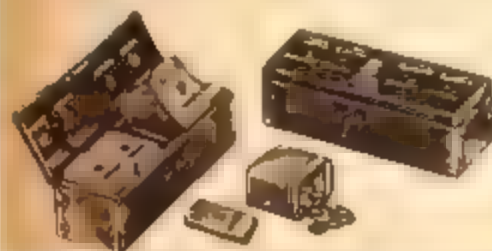
Plastic Nursery Aids

G PLASTIC BLANKET FASTENERS: to hold blankets securely in place... to keep baby snugly covered. Spring-action jaws of ducky clips close firmly, lock easily. Ribbons for tying to crib. Washable. Assorted colors. Shipping weight 4 ounces.

49 L 4462 - Pair 89c

H PLASTIC TRAINING CHAIR: Has comfortable, wide flared rim, easy grip handle. Smooth, durable, easy to clean. Assorted pastel colors. 7 1/2 inches in diam.

49 L 4377 - Shpg. wt. 1 lb. 94c



Metal Baby Budget Bank

Save for baby's needs! 9x3x2 1/4 in. box has 4 removable money compartments with slots, trinket compartment. Card of 25 saving fund titles included. Lock and key. Frame for baby's picture on top of bank. Assorted pastel colors.

49 L 4441 - Shpg. wt. 1 lb. 8 oz. 89c

Plastic Auto Transport

Ideal for tiny tots! Detachable trailer carries 3 small cars. Ramp at rear lowers for unloading. Lower deck. 6 cast rolling wheels. Made of easy-to-clean smooth plastic in assorted colors. About 10 inches long, 1 1/2 inches wide overall.

49 L 4416 - Shpg. wt. 4 oz. 57c



Save time and trouble every day with these convenient Feeding Aids

J 4-PIECE PLASTIC FEEDING SET: Baby will enjoy his meals more when he has his own dishes. 7 1/2 in. diam. three-section dish, decorated mug, about 2 1/2 in. high, fork and spoon made of sturdy plastic.

49 L 4505 - Assorted colors. Shpg. wt. 12 oz. Set 79c

K HOT WATER PLATE: Has compartment for hot water to keep baby's food warm. Made of cream-colored glazed porcelain, decorated with gay nursery pictures. Cork stopper. Three-section plate 8 in. diam.

49 L 4508 - Shipping weight 3 pounds \$1.09

L 4-PC. HOT WATER PLATE SET: Three-section plate with hot water compartment and mug made of cream-colored glazed porcelain, decorated with gay nursery pictures. 8-inch diameter plate has cork stopper. Fork and spoon made of durable plastic.

49 L 4512 - Shipping weight 4 lbs. 4-pc. set \$2.79

M 2-PIECE TABLEWARE SET WITH CATALIN PLASTIC HANDLES: Solid stainless steel tines and bowls. 4 1/2-inch spoon and 5-inch fork. Choice of red or blue handles. State color wanted.

9 L 9801 - Shipping wt. 4 oz. 2-piece set 79c

N 2-PIECE SET WITH LUCKY PLASTIC HANDLES: Solid stainless steel tines and bowls won't rust or tarnish. Gay, transparent handles have hand painted duck design. 5-in. spoon and 5-in. fork. Red, white, or blue handles. State color.

9 L 9803 - Shpg. wt. 4 oz. 2-piece set \$1.39

O 3-PIECE SET WITH CATALIN PLASTIC NAPKIN HOLDER AND HANDLES: Napkin holder is also a toy... shaped like a Scottie dog. Stainless steel tines and bowls won't rust or tarnish. Fork is 5 inches long, spoon 4 1/2 inches, napkin holder is 2 1/2 x 2 1/4 inches. Napkin holder and handles are of red or blue Catalin plastic. State color.

9 L 9804 - Shpg. wt. 6 oz. 3-piece set 98c

P KENMORE ELECTRIC STERILIZER: steam sterilizes 7 baby bottles, 12 nipples, 12 caps and a funnel at one time (these items not included). Individual jets of steam sterilize each bottle. Add water as directed, current shuts off automatically when water evaporates.

Polished Aluminum Top. Odorless plastic base. Cord. 110-120 volt AC 575 watts. UL approved.

34 L 4854 - Kenmore Sterilizer Shpg. wt. 4 lbs. \$4.49

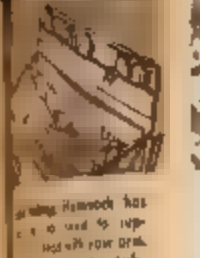
Q GOOD KENMORE AUTOMATIC BOTTLE WARMER: Heats baby bottle. shuts off when water boils and 110-120 volt AC 350 watts. Bottle not inc.

34 L 6864 - UL approved Shpg. wt. 2 lbs. 10 oz. \$1.69

R BEST KENMORE AUTOMATIC ELECTRIC BOTTLE WARMER: Deeper, heats faster, more evenly. Includes Vaporizer Cover to produce steam for treating colds. Plastic handle. Safe to wash. 110-120 volt AC. 150 watts. UL approved. (Bottle not incl.)

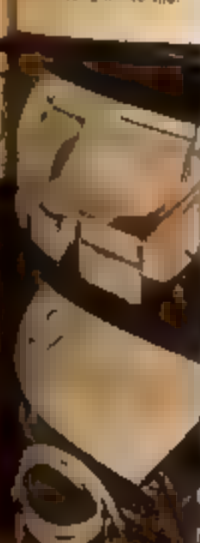
34 L 6857 - Warmer Vaporizer Shpg. wt. 3 lbs. 2 oz. \$2.39

44... SEARS, ROEBUCK AND CO. PCKRMH



All three are ge
The hammock and d
The has safety strap t

49 L 4462 - \$
Smoothly
very color
tech firm. Size 36x
perfectly for storing.
49 L 4462 - \$1.09
right of express.
Shipping wt. 10 lbs.



Bathinett
when it to put your
... in use again.
... with rubber drain
... with head rest.
... coated with
... Easy to
...
... \$5.39
... \$1.25
... 79c
... 12 oz.

ONE OF THE CHALLENGES OF THE

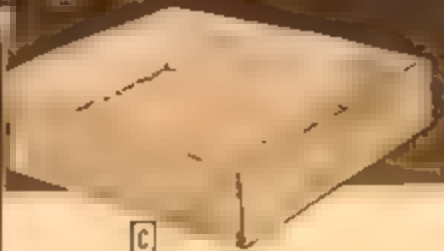


Folds for storing.
Rolls out on
any surface.

\$1079

Has easy-rolling swivel casters, attractive picture panel and colorful play beads—usually found only in much higher priced play yards. Casters make it easy to move yard around. Raise floor $3\frac{1}{4}$ inches to protect baby from drafts. Constructed of strong seasoned hardwood; sanded smooth, varnish finish. Strongly reinforced concealed-nail floor. Sets up in a jiffy—no assembling necessary. Parts are securely hinged. Yard folds compactly for easy storage and carrying. Size 18 x 24 J83x26 inches high. Include a pad in your order. 74134793—Ship wt 30 lbs. Mailable \$1079

For Scott Eory Ternu, see inside back cover



A Sedest-priced Flay Yard **\$8.49**

Sturdily built of seasoned hardwood, milled smooth, varnish finish. Has reinforced concealed-nail floor. Easy to set up—no assembling necessary. Parts are securely hinged and fold compactly for easy storing and carrying. Size 38½x38½x23½ inches high. 79 1/2 0472—Shipping wt. 28 lbs. Mailable \$8.00

For other Baby Furniture and Carriages see pages 40 to 43

C Plastic-covered No-Draft Pads \$5.79

For maximum protection and comfort 19-inch quilted folding shields tie to sides of yard to keep out drafts and hot bottom has pump cotton-felt filling. Waterproof Vinyl plastic is easy to wipe clean. Has elastic tie tapes. Assorted baby colors.

49 1 2741 30x38-sec-sec. File yards 79 L 46795 and
79 L 06791 Shipping weight 6 pounds \$379
49 1 2742-40x40-sec. sec. File yard 79 L M 6796
Shipping weight 4 pounds \$300

Do Kids Play Your with Legs \$13.49

Exceptionally strong and durable! Has four sturdy corner post legs with easy-rolling swivel casters. Fits on a floor 3 inches above ground to permit easy entry from drafts and out to a ramp. 40x60x41 inches high. A colorful painted panel and day-coat's Ball of seasoned hardwood, milled smooth, natural varnish finish. Strongly reinforced construction. Door of 3/4" plywood enameled blue has no decorations. Easy to set up, no assembling necessary. A pair set ready to hang. Poles for hanging and carrying. Shipped by freight or express.

29 LM 2794 - Storing weight 40 lbs. \$13.95

	Plastic-covered reversible Pod	\$3.39
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Damp cotton-felt filling. Waterproof Vinyl plump can be wiped clean with a damp cloth. Neatly finished edges. Plastic tie tapes. Assorted baby clothes. And all three play yards shown on this page.



Our best 2-in-1 Baby Walker-Stroller \$6.98

- Four easy-rolling 5½-inch double-disc wheels, rubber tires
- Coil spring on rear axle to cushion shocks. Wood play beads
- Tubular steel handle. Rubber-covered front and rear bumpers.

Rugged steel construction. Shaped wood seat and grip handle. W. hout handle and foot pan. Stroller becomes a grand walker for baby. Smooth blue and very color enamel finish. Overall length 28 in. Handle 35½ in. from floor. Easy to assemble. \$9.97 \$5.00—Shipping weight 18 pounds

E 4917301 COTTON-FILLED QUILTED PAD fits both walk-
ers. Coated cotton fabric. Ass'd colors. Slips wt 14 oz. **\$1.09**



Push or pull together
flexible fits on either side

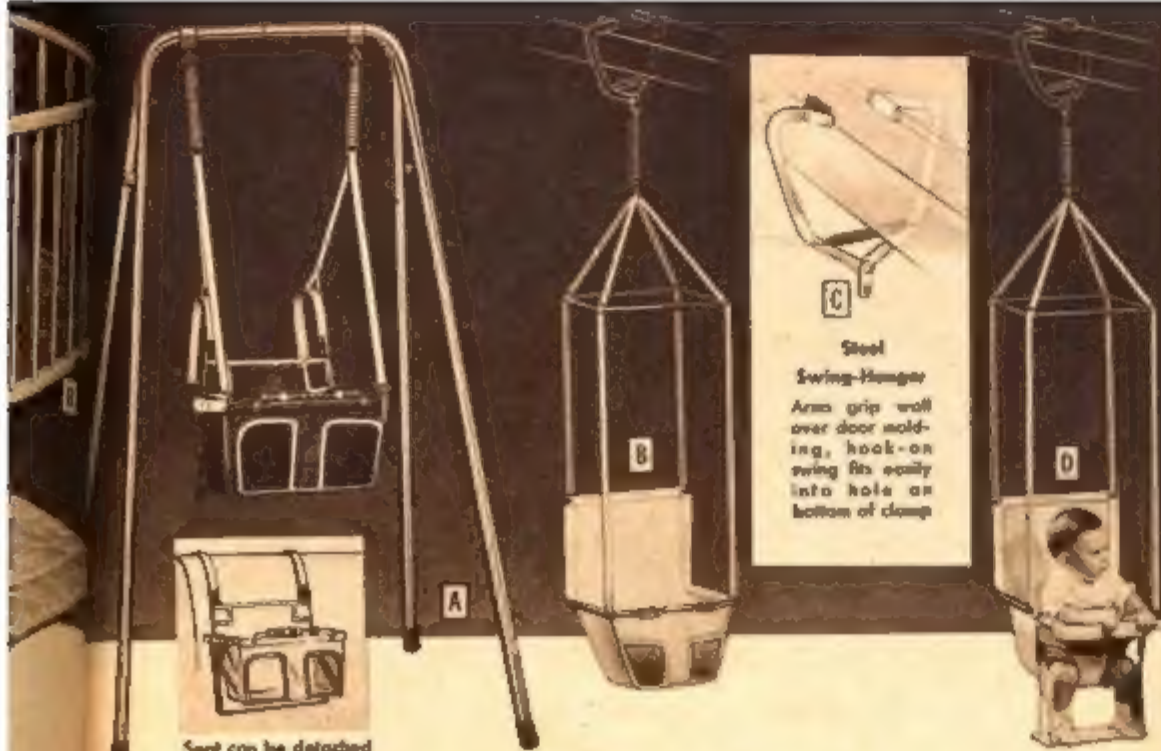
Bargain-priced Walker-Stroller \$4.39

Push it or pull it—handle can be attached at either end. Without handle and foot pedal it's a fine walker in which baby can push himself along. Steel construction with shaped wood seat and grip handle. Has 53 1/2 inch rear wheels, 21 1/2 inch front wheels, all with rubber tires. Rubber-covered front bumper. Blue and von color enamel finish. Overall length 22 1/2 inches. Handle 31 1/2 inches from floor. Easy to assemble. 79 • 07520. Shipping wt. 13 lbs. 44 29



2-in-1 Steel Rocker-Swing for tots \$6.29

Ideal for your 'round use, indoors and out. Active two playthings in one... twice the fun. Great twirling action. Seat has comfortable back and arm rests, and safety straps. Can be detached and used as rocker too. Rigid stand has rubber tips to protect floors from scratches. Can be removed for outside use. Made of strong steel. Durable baked-on enamel finish in bright colors. Patented socket construction... sets up in a few minutes. Size of seat 10 1/2 inches wide. Overall height about 50 inches. 791 06729. Shipping weight 17 pounds.



Steel Swing-Hanger
 Arms grip wall over door molding, hook-on swing fits easily into hole at bottom of clamp



"TOTSEAT" FOR NURSERY AND CAR

Base fits between car seat cushion

Comfortable Swings with bouncing action that babies love . . . all fold for storing. New hanger . . . no hooks, no screws required

A New 2-in-1 Swing \$5.98

Now! AN AUTO SEAT SWING WITH METAL STAND! Ideal for indoor-outdoor use. Remove swing from suspension straps, and you have a fine auto seat for baby. Made of durable cotton fabric; bound edges. Smooth wood arm rests; safety strap; bright play beads. Steel frame has adjustable extension to keep seat level in car. Rubber-covered hooks. 7 in. deep seat has removable, rigid fiber insert. 14x11 1/2 inches overall. Strong web suspension straps with compression type steel springs. Steady, rubber-tipped tubular stand, enamel finish, about 52 inches high. 79106722—Shpg. wt. 14 lbs. \$5.98

B Economy Swing \$1.59

Made of washable bleached cotton over steel frame. Strong web suspension straps, safety hook, and compression-type spring. For babies up to 18 months old. Hanger not included, see below. 4916721—Shpg. wt. 2 lbs. \$1.59

C Do-luxe Swing \$2.15

Has enameled wood foot rest for added comfort and a roomy play tray for baby's toys with colorful play beads. Comfortable seat and play tray made of sturdy, washable cotton fabric; strong steel frame. Stout web suspension straps, safety hook, and compression-type steel spring. For babies up to 18 months old. Swing hanger not included. Order 4916775. 4916750—Shpg. wt. 3 lbs. \$2.15

D Hanger for Swings 85c

Use this handy, safe hanger for any suspension swing in any doorway . . . no holes to bore, no hooks to screw in! Put swing up or take it down in a jiffy. Rubber-tipped steel arms with spring tension, grip wall over door molding. Tested to hold 160 lbs. 11 inches long. 4916775—Shpg. wt. 10 oz. . . 85c

4916705—SWING WITHOUT FOOT REST. Otherwise same as above. Shpg. wt. 1 lb. 4 oz. \$1.79

Shop in comfort, buy your baby goods by mail at Sears, pay on Easy Terms. See inside back cover

Spring frame for rocking chair action \$5.19

Baby will love to play and bounce in this chair. He'll be safe and comfortable while you're busy. Makes an ideal auto seat, too. Steady metal base, spring frame. Removable seat and play tray made of strong, washable cotton fabric, neatly bound. Seat can be raised as baby grows. Size 21 1/4 x 24 inches high overall. Assorted colors. Easy to set up. 79106733—Screws included. Shpg. wt. 10 lbs. . . . \$5.19

4916733—EXTRA CLOTH SEAT AND PLAY TRAY. Use while other is being laundered. Shpg. wt. 6 oz. . . . \$1.49

Hondy Nursery Stool \$1.49

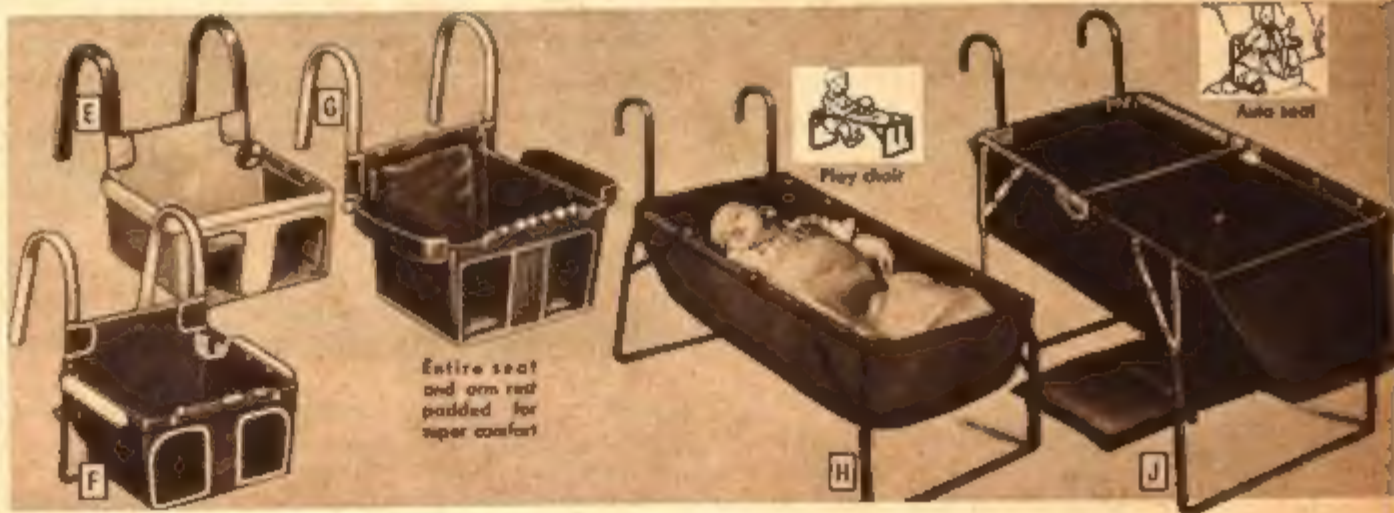
Helps tots reach wash basin, etc., makes foot stool for mother. Strong 3/4-inch thick plywood, red enamel finish. Gay decal on 11 1/4 x 6 1/4-inch top. Tapered legs; 6 1/2 inches high. Easy to assemble; screws included. 4918454—Shpg. wt. 3 lbs. . . \$1.49



Folding Safety Gates

For doorways and porches . . . to guard baby. Made of seasoned wood; smoothly finished and varnished. Safety lock. 32 in. high extended. 79106777—Extends 3 ft. Shpg. wt. 4 lbs. . . \$1.42 79106778—Extends 6 feet. Shipping wt. 6 lbs. . . \$1.79 79106779—Extends 9 feet. Shipping wt. 8 lbs. . . \$2.29

Shop at Sears and save!



Baby Auto Seats with new, extra long hangers to fit new cars

E Good—Cotton fabric; bound edges; steel frame. Safety strap; wood arm rests. 7-in. deep seat, fiber insert. Asst'd colors. 4916702—13 3/4 x 10 3/4 in. overall. Folds. Shpg. wt. 3 lbs. . . \$1.85
F BETTER—Steel frame adjustable to keep level in car. Sturdy cotton fabric; bound edges. Rubber-covered hangers. Safety strap; play beads. 7-in. deep seat; removable fiber insert. Asst'd colors. 4916787—14 3/4 x 11 in. overall; folds. Shpg. wt. 4 lbs. 4 oz. \$2.29
G BEST—New! Completely padded with soft cotton. Durable plastic-coated fabric inside and out, wipes clean. Neat piping and binding. Strong steel frame folds. Rubber-covered hangers. Safety strap; colorful play beads. 7-in. deep seat; fiber insert. 4916765—15 1/2 x 13 in. overall. Asst'd colors. Shpg. wt. 5 lbs. \$4.59

Auto Bed-Play Chair

H A well-made, convenient auto bed at a thrifty price. Made of sturdy water-repellent cotton fabric; steel frame with folding legs. Safety strap. Ideal for outings. Easy to convert into play tray with seat for use at home. About 30 1/4 x 14 1/4 x 14 1/4 in. high. Asst'd colors. Shpg. wt. 8 lbs. 79106786 . . . \$3.75

De-luxe Auto Bed-Seat with Pad

J Made of durable, water-repellent cotton fabric. Steel frame with folding legs. Fabric-covered steel hooks. Enameled wooden arm rests; safety strap. Water-repellent cushiony pad filled with cotton-felt. Handy for use as bassinet when visiting. Easy to convert into chair or auto seat. 31 x 14 1/4 x 16 in. high. Asst'd colors. 79106788—Shpg. wt. 10 lbs. \$6.79

PCB PAGE 47 . . BABY NEEDS

EVERY MOTHER NEEDS THESE

INFANTS' GOODS

HONEYSUCKLE
THE RIGHT WAY
TO SAY
INFANTS' NEEDS



Honeysuckle Electric Sterilizer

Mother, let this new automatic steam-type electric sterilizer perform the troublesome bottle-washing job. You'll marvel at its speed and efficiency. Simply put water in the base, bottles in the rack, and plug it in. When the bottles are sterilized, it shuts off automatically. White porcelain base, polished aluminum cover. Metal rack (7-inch diam.) holds 7 bottles, any type; or 6 bottles and nipple container. For 110-120 volt A.C. only. 5-ft. cord. Approved by Underwriters' Laboratories. Bottles and nipples not included.

\$4.49

8 L 2025—Shipping weight 7 pounds 6 oz. \$4.49



Shorts cuts to preparing baby's food properly

A COMPLETE FEEDING UNIT. All your baby-feeding essentials in one package—containing sixteen pieces. A gleaming white porcelain-enamel kettle-type sterilizer with rack for seven bottles; 7 narrow-mouth, 8-ounce Pyrex bottles; 7 Faultless nipples; and 1 box of Quicaps bottle caps (160 caps and 80 cardboard collars). The collars hold cellophane squares over bottle openings. A practical gift for the young mother!

8 L 2015—Shipping weight 5 pounds. \$4.49

B STEAM-TYPE STERILIZER. Gives bottles a quick and thorough washing. Sterilizes bottles and nipples at the same time, and gives each bottle a bath of live steam. Metal tube extends inside each bottle, carrying the steam to inner surfaces. Aluminum sterilizer with nipple jar in center for nipples and caps; large pan to hold the boiling water. Rack 8 3/4 inches in diameter, holds six standard-size bottles (not included).

8 L 2009—Shipping weight 3 pounds. \$2.19

C ELECTRIC BABY FOOD WARMER. Heat baby's food in this dish right before his mealtime... no need to bother with pans! Simply fill the base with cold water, plug it in... and in a few seconds the food will be warm. Porcelain dish with three compartments; sides shaped so baby can spoon his food easily. State color blue or pink. About 8 1/2x6 1/2 in. overall. For 110-120 volt A.C. only. 5-ft. cord. Approved by Underwriters' Laboratories. Inc.

8 L 2077—Shipping weight 3 pounds. \$2.25

D E F ELECTRIC BOTTLE WARMER. All operate automatically, and all have vaporizers (for vaporizing medication). 3-ft. cords. For 110-120 volt A.C. only. Approved by Underwriters' Laboratories, Inc. Gift boxed. Bottles not included.

B Ivory-color porcelain with baked-on nursery figure design. Shpg. wt. 11 ounces.

8 L 2034. \$1.56

E Streamlined porcelain bottle warmer. Convenient handle. Deeper than (D). Heats more uniformly. State color pink or blue.

8 L 2037—Shpg. wt. 2 lbs. 4 oz. \$2.89

F Deluxe Bottle Warmer has night light in its base; porringer which fits on top in for warming baby's food. Pink or blue porcelain. State color.

8 L 2038—Shpg. wt. 3 lbs. \$3.94

NIPPLE STERILIZER. Glass jar (not shown) with perforated cover. 8 L 2030—2 1/2 in. diam. Shpg. wt. 12 oz. \$1.79



Honeysuckle Baby Scale

"How much does he weigh?" Like all proud parents, you'll be asked frequently... and this scale will supply the answer. It's an excellent spring-type scale which weighs up to 24 pounds. The mechanism is protected and concealed; the glass-covered dial (in base) is easy to read. Skillfully designed tray measures about 20x9 1/2 inches; base 6 1/2x6 1/2 inches. White enamel finish. Shipped unassembled; easy to set up.

\$3.79

8 L 02020—Shipping weight 8 pounds. \$3.79



The Type of Scales doctors use!

G DETECTO BEAM-TYPE BALANCE SCALE. Made by Detecto, well known scale manufacturer, this one is guaranteed accurate to the half ounce. It's recommended by many doctors and nurses... so you can safely trust it to measure your infant's poundage-progress! Substantially built; weighs up to 30 pounds. Metal base with expertly designed (19 1/2x10 1/2-inch) tray; base 13 1/2x6 inches. Ivory-white enamel finish. Shipped unassembled.

8 L 02024—Postpaid (Shpg. wt. 17 lbs.) \$9.95

H ROCK-A-BYE BEAM-TYPE SCALE. A remarkably accurate scale which shows baby's weight within a quarter of an ounce. When not in use it can be folded up... you can set it up in about 15 seconds! If you're short of space, you'll especially appreciate this feature. Strong legs; 19x9 3/4-in. tray, 16 in. high. White enamel finish.

8 L 02048—Shipping weight 8 pounds. \$7.79



Feeding Sets for Baby

J 3-PIECE FEEDING OUTFIT. Quart (32-oz.) glass pitcher with graduations to show half-pints, cups and ounces. Glass funnel, aluminum strainer insert. Nylon-bristled bottle brush.

8 L 2267M—Shpg. wt. 2 lbs. 14 oz. 3-pc. set. \$1.99

8 L 2275—Pitcher only. Shpg. wt. 2 lbs. 14 oz. \$1.49

8 L 2277—Funnel only. Shpg. wt. 9 oz. \$1.49

8 L 2115—Brush only. Shpg. wt. 4 oz. \$1.49

K HONEYSUCKLE FEEDING SET. A real help to the mother, particularly when baby's meal times don't coincide with those of the family. Set includes Automatic bottle warmer, porringer for heating food, and hot-water dish for keeping warm. Pink or blue color porcelain. For 110-120 volt A.C. only. 5-ft. cord. Bottle not included. Approved by Underwriters' Laboratories, Inc. Gift boxed.

8 L 2284—State color. Shpg. wt. 4 lbs. 13 oz. \$3.79



Complete Set

X BOTTLE. The Click-with-... enough... a full day's for... plenty of 4-ounce... juice in water... Set of 8 narrow-mouth bottles, treated... of heat and... 4-ounce bot... glass, graduated... and 6 glass... to fit any stand... bottles.

8 L 2030—2 1/2 in. diam. Shpg. wt. 12 oz. \$1.79

Y Handy metal...

8 L 2030—2 1/2 in. diam. Shpg. wt. 12 oz. \$1.79

Z Cellophane covers...

8 L 2030—2 1/2 in. diam. Shpg. wt. 12 oz. \$1.79

Assorted baby

BOTTLE. Click-with-... enough... a full day's for... plenty of 4-ounce... juice in water... Set of 8 narrow-mouth bottles, treated... of heat and... 4-ounce bot... glass, graduated... and 6 glass... to fit any stand... bottles.



Complete Selection of everyday Feeding Essentials

- A 17-PIECE NURSING BOTTLE SET.** "Round-the-Clock-with-Baby" feeding time set... enough 8-ounce bottles for a full day's formula supply, plus plenty of 4-ounce bottles for orange juice or water, and glass bottle caps. Set of 8 narrow-mouth 8-ounce bottles, treated to withstand extremes of heat and cold; 2 narrow-mouth 4-ounce bottles; 1 orange juice glass, graduated for spoon feedings; and 6 glass nursing bottle caps to fit any standard narrow-mouth bottles. \$1.2139—Shpg. wt. 5 lbs. \$1.79
- B NIP-O-MAX.** Handy metal gadget to put nipple on baby's bottle. \$1.2149—Shpg. wt. 6 oz. 49c
- C QUICAPS.** Cellophane covers for narrow-mouth bottles. Cardboard collars. *Postpaid.* \$1.2114—2 boxes (320 caps and 160 collars) for 78c
- D STERI-SEAL GLASS CAPS.** For 8L2255 and 8L2145. \$1.2214—Shpg. wt. 1 lb. 10 oz. 12 for 98c
- E STERI-SEAL GLASS CAPS.** For use on narrow-mouth bottles. \$1.2179—Shpg. wt. 10 oz. 12 for 98c
- F HYGIEA NIPPLES.** For 8L2255 (at right) only. \$1.2145—Shpg. wt. 10 oz. 6 for 99c
- G DAVIDSON SCREW-ON NIPPLES.** Fit only 8L2140 at right. \$1.2139—Shpg. wt. 6 oz. 12 for \$1.20
- H DAVOL SANI-TAB NIPPLES.** For use on narrow-mouth bottles. \$1.2256—*Postpaid.* 12 for \$1.00
- J RUBBER BOTTLE CAPS.** For use on narrow-mouth bottles. \$1.2243—Shpg. wt. 10 oz. 12 for 74c
- K DAVOL ANTI-COLIC NIPPLES.** For narrow-mouth bottles. \$1.2271—*Postpaid.* 12 for 54c
- L FAULTLESS NIPPLES.** For use on narrow-mouth baby bottles. \$1.2259—Shpg. wt. 10 oz. 12 for 40c

- M DAVIDSON NO-COLIC NURSING UNIT.** 8-oz. narrow-mouth bottle, screw-on nipple, screw-on cap. \$1.2140—*Postpaid.* 4 sets \$1.04
- N HYGIEA NURSING SET.** 8-ounce wide-mouth bottle, nipple and Steri-Seal glass cap. \$1.2116—Wt. 3 lbs. 4 sets \$1.08
- P TUPPY BABY BOTTLES.** 8-ounce narrow-mouth size. \$1.2259—*Postpaid.* 4 for \$1.00
- R PYREX BABY BOTTLES.** 8-ounce narrow-mouth size. \$1.2154—*Postpaid.* 5 for \$1.00
- S HYGIEA WIDE-MOUTH BOTTLES.** 8-oz. Marked graduations. Use 8L2145 nipples at left. \$1.2255—Shpg. wt. 3 lbs. 6 for \$1.08
- T PYREX BABY BOTTLES.** 4-ounce narrow-mouth size. \$1.2130—*Postpaid.* 6 for 90c
- V MILK THERMOMETER.** \$1.2226—Shpg. wt. 3 oz. 47c



Evenflo all-in-one Nurser

America's most popular nurser... praised by mothers, recommended by doctors and nurses... and if infants' contented ooos could be interpreted, they'd be praising it, too! Evenflo gives feeding comfort nearest that of natural nursing. A valve prevents the nipple's collapse, so baby nurses with ease. You can sanitarily seal both milk and nipple inside the bottle... so it's ready for travel, for storing in the refrigerator. Nurser includes bottle, nipple, cap and disc. *Postpaid.*

\$1.00

4 complete units

8L2151—Nurser with 8-ounce bottle... 4 for \$1.00
 8L2156—Nurser with 4-ounce bottle... 4 for 1.00
 8L2152—Cap and disc... 6 for 60c
 8L2153—Nipple... 10 for \$1.00
 8L2155—8-oz. bottle... 10 for 1.00



Assorted baby-care needs

- W BABY'S HOT WATER BOTTLE.** Cute nursery design. 8x4 1/2 inches. \$1.2437—State color: pink or blue, 1-pint cap. Shpg. wt. 10 oz. 79c
- X BREAST PUMP.** Helps start flow of milk. Glass bell fits breast snugly. \$1.2446—1 1/4 oz. capacity. Shipping weight 10 ounces. 59c
- Y INFANT SYRINGES.** For eczema... to aid in relieving constipation. Synthetic rubber bulb, hard rubber pipe. Use either oil or water. \$1.2301—4-oz. bulb. Shipping weight 5 ounces. 49c
- Z INFANT'S UMBILICAL TRUSS.** For navel rupture. Cotton elastic. Measure snugly around body at navel for proper fit. Comes in even sizes 12 to 24 inches. *State measurement.* \$1.1923—Shipping weight 4 ounces. \$1.89
- AA WHOLE-PULL FEVER THERMOMETER.** For oral or rectal use. Mercury comes down without shaking. Pink and blue plastic case. \$1.2394—Shipping weight 3 ounces. \$1.19
- BB CUSHY MASK.** Helps avoid spreading colds. \$1.2699—Washable white cotton. *Postpaid.* 3 for 87c



Well known Formulas and Cereals for infants

- MEAD'S PABLUM CEREAL.** Pre-cooked. \$1.2230—*Postpaid.* 2 (18-oz.) boxes 90c
- MEAD'S DEXTRI MALTOSE No. 1.** *Postpaid.* \$1.2242—With sodium chloride 2 (1-lb.) cans. \$1.26
- MEAD'S DEXTRI MALTOSE No. 3.** *Postpaid.* \$1.2245—With Potassium bicarbonate 2 (1-lb.) cans \$1.26
- MELLEN'S BABY FOOD.** A nutritive formula to add to milk. Shpg. wt. 3 lbs. 14 oz. \$1.2333—2 (10-oz.) jars \$1.18
- NESTLE'S LACTOGEN.** Modified dried cow's milk. \$1.2227—*Postpaid.* 1-lb. (16-oz.) can \$1.10
- BIOLAC.** A modified milk with vitamins and minerals added. *Postpaid.* \$1.2238—13-ounce can 4 cans for \$1.12

- KANANA BANANAS.** Flakes made of pure dehydrated tree-ripened bananas. Add liquid; use either as beverage or on cereal. Shpg. wt. 1 lb. 4 oz. \$1.2272—2 (5 1/4-oz.) cans 86c
- DEXTROGEN.** Modified evaporated milk. \$1.2219—*Postpaid.* 4 (14 1/4-oz.) cans \$1.04
- SMA BABY FOOD.** A special food formula for infants. When diluted according to directions it closely approximates human milk. Pasteurized and homogenized. \$1.2233—*Postpaid.* 1 lb. (16-oz.) can 98c Save 30c... get 6 cans (or only) \$5.58
- SIMILAC BABY FOOD.** A powdered modified milk product. Use according to directions to make it as similar to human milk as possible. Shipping wt. 1 lb. 7 oz. \$1.2236—1-pound can 93c

Items marked *Postpaid* on these two pages are not for sale outside the continental limits of the United States

